

## American Chartered Bank



American Chartered Bank (ACB), a full-service commercial and retail bank with 14 branch offices throughout the Chicagoland area, has been locally owned and operated since 1987. ACB serves privately owned small- and medium-sized businesses and individual customers. For more information, visit [www.americanchartered.com](http://www.americanchartered.com).

### Challenge

Prior to 2003, ACB had six branch offices, all with separate telephone and voice mail systems. System administration was difficult, and branches were unable to communicate with each other in an efficient manner. With a rapidly expanding customer base and a dramatic increase in incoming call volume, ACB's customer service managers were hard pressed to accurately measure the activity and productivity of their customer service agents handling inbound Automatic Call Distributor (ACD) calls.

To compound the challenge, the Bank's old call routing schemes were delivering calls to departments, in an effort to ensure clients have direct access to their personal bankers whenever possible. The Bank's legacy basic call management reporting tool also did not provide the flexibility or depth of data to adequately represent and manage the organization's interaction with its customers.

### Solution

ACB chose an Avaya Communication Manager solution for its 80 agents. The application was integrated with TASKE Technology's Contact Management Reporting solution by deploying AVAYA Application Enablement Services (AES). The Avaya AES Server communicates with Avaya Communication Manager through a link to the TASKE server. This connection provides real-time queue and agent monitoring along with detailed measurements of the calling activity.

**“When I first started with ACB, we had six branch locations and each had its own system. Whenever someone new joined our staff and we needed to set up a new desk, or if someone was moving from one desk to another, someone had to go to the branch to make that change. With our TASKE and Avaya solution, it's a much different world now. I can do most everything I need to do from my desk and rarely need to go out to a branch. That's a tremendous time saver.”**

— Gary Peters, 2nd vice president of information systems

## Applications and Services

- Avaya Communication Manager
- Avaya Application Enablement Services
- Avaya INTUITY® AUDIX® Voice Messaging
- Avaya IP Agent
- TASKE Contact Management Reporting

## Results

- **Reduction in reporting time analysis.** As a result of deploying the TASKE Contact application, numerous man-hours spent compiling, collating, and comparing multiple reports were eliminated.
- **Easy access to customer data.** The customer service managers at American Chartered Bank can now view important statistics in both real time and on-demand, resulting from the implementation of the TASKE solution, to make quicker and more accurate decisions on how the Bank's callers are being serviced.
- **Centralized management.** At one point, ACB had separate phone systems at each of its six branch locations. Whenever a new employee joined the organization, someone had to visit the site and do all the programming. Now, with one solution in place for every location, all of that work can be done centrally.
- **Centralized voice mail.** With one voice mail system, messages can be sent or forwarded to any site with ease. As a result, internal collaboration and customer service response has been dramatically streamlined.
- **Improved call routing.** With the Avaya IP Telephony solution, call traffic can be routed seamlessly from one branch to another, depending on which location has the most available agents. The Avaya solution also allows four-digit dialing between sites, which has reduced telecom costs.
- **Maintain local, personalized service.** ACB is able to distribute incoming calls to available agents faster and more efficiently. When a customer dials the local telephone number for an ACB branch, the system rings simultaneously on up to eight telephones inside the nearest branch and allows each branch to handle its own customers (thereby further fulfilling ACB's goal to provide local, personalized service). If a call cannot be handled in the local branch, then it is routed to the branch staffed to speak with the customer.

For more information on organizations using Intelligent Communications, contact your Avaya Client Executive, Avaya Authorized BusinessPartner or visit [www.avaya.com](http://www.avaya.com).

“ We chose Avaya because it gave us a true converged solution with VoIP capability and because it had a strong North American presence. We felt Avaya was the vendor that could best meet our needs. I was also impressed with the TASKE solution on the first day it was installed and now, after using it every day, I'm convinced it's phenomenal technology. ”

— Gary Peters, 2nd vice president of information systems