

Raiffeisen Bank Keeps Ahead Of Competitors In Serbia With Advanced Contact Center Solutions

Challenge

The rapidly expanding Raiffeisen Banka a.d., one of the leading banks in Serbia, ramped up the functionality of its contact center becoming the only bank in Serbia to offer telephone banking

Solution

- Distributed IP Telephony System for more than 60 different locations
- IP contact center, ACD, EAS, CTI
- NICE recording system
- Altitude Software for outbound calls
- AUDIX messaging system for inbound messaging, automatic operator and automatic fax sending and receiving system

Value Created

- 24/7 customer service through several media channels
- ROI of cca. 2.5 years
- Debt collection and promotional campaigns carried out through contact center
- Average Call Handling Time significantly decreased
- Several locations connected by one centralized set of applications
- Secure and confidential financial transactions such as telephone banking and telephone broker service.

The Beginning Of A Beautiful Friendship

Cooperation between Raiffeisen Bank and Algotech started in 2001 when a Lucent/Avaya platform was installed at the bank's headquarters.

"The 'DEFINITY' system proved to be very reliable, and seriously supported our business processes," says Gordana

Sinobad, Head of the IT Department at Raiffeisen Bank Serbia. The DEFINITY system was subsequently upgraded with the addition of VoIP technical solutions and now handles voice and data communications simultaneously. Today, contact center agents handle around 80,000 calls monthly, serving more than half a million clients through 67 branches.

"We are also highly satisfied with the professional attitude of Algotech's employees, and we are convinced that our partnership with Algotech will become even stronger in the future."

The Path To Soaring Productivity And Cost Saving

The first step towards a new beginning included the implementation of a distributed system controlled and administrated from one central location. All the bank's branches are now connected by one united telephone system that enables all telephone calls within Serbia to be charged as local calls. Then followed the installation of a basic call center that was later upgraded with the EAS (Expert Agent Selection) feature. Further improvement was delivered through CTI (Computer Telephony Integration), NICE solution for recording and Altitude software for outbound call management.

"The implementation of our contact center significantly increased the productivity of the bank's employees and also improved business results by cutting operational costs," says Sinobad.

"We are really happy with all business indicators, including the rapid return on investment in IP telephony of within 2.5 years; lower operational costs which include telephone bills; and a step change in contact center performances."

Employees from various departments also increased their productivity by using different functions provided by contact center management, such as debt collection, new service and product promotion, and various sales options.

“Implementation of our contact center significantly increased the productivity of the bank’s employees and also improved business results by cutting operational costs.”

— Gordana Sinobad,
Raiffeisen Bank Serbia

Average Call Handling Time is greatly reduced by enabling the most qualified agent to take the call or inquiry.

Improved CRM

Raiffeisen’s strategic goal is to provide excellent client service for corporate clients as well as for private customers. During 2006, the total number of Raiffeisen Bank clients in

Serbia increased by 36%, and reached almost 500,000. “Since the bank has more than doubled the number of its customers within the past two years, it was clear we needed to provide totally secure, scalable and reliable telecommunication solutions,” says Aleksandar Bakoc, Managing Director of Algotech Serbia. “Excellent business results show that Raiffeisen Bank Serbia follows market trends and constantly works on the development of customer relationship management.”

Pioneers In Phone Banking

Raiffeisen Bank became the first bank to offer telephone banking in Serbia. The service is linked to the telephone network, which lets customers call to make enquiries about their accounts and financial transactions, as well as transfer money. Among many other functions, clients can also receive information concerning transactions on their bank accounts via SMS.

APPLICATIONS

- Avaya IP Contact Center
- Automatic Call Distribution (ACD)
- Expert Agent Selection (EAS)
- Avaya Computer Telephony Integration (CTI)
- NICE Call Recording
- Altitude Outbound Campaign Management application
- INTUITY AUDIX

SYSTEMS

- Avaya IP Telephony System

SERVICES

- Services provided by Avaya BusinessPartner Algotech

All statements in this Case Study were made by Gordana Sinobad, Head of the IT Department at Raiffeisen Bank Serbia, and Aleksandar Bakoc, Managing Director of Algotech Serbia.

ABOUT RAIFFEISEN BANK

Raiffeisen International operates the largest banking network in CEE with a footprint in 18 markets of Europe’s most rapidly growing region covered by subsidiary banks, finance leasing companies, two representative offices and a number of other financial service providers. About 12.7 million customers are served through more than 2,950 business outlets. Raiffeisen Banka a.d. is one of the leading banks in Serbia, serving around half a million clients through 67 branches.

ABOUT ALGOTECH

Algotech is the very first regional provider of contact center solutions in Central and Eastern Europe. Algotech delivers complex but flexible telecommunications and customer service solutions which enable businesses to handle customer interactions in an effective and profitable manner. Understanding the local needs of companies, Algotech is aiming to secure the leading position in Central and Eastern Europe.

Algotech employees have participated in setting up more than 200 contact centers. In Europe, Algotech has delivered telecommunications solutions to organisations such as American Express, Avon, BAT, Citibank, DHL, E.ON, First Data International, Global Payments Europe, GTS, ING, Interoute, Lufthansa, Michael Page International, Raiffeisen Bank, Telekom Serbia, TNT, Unicef and UPC.

For more information, see www.algotech.eu

ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit www.avaya.com.