



Banco BISA

Banco BISA (BB) is one of the leading financial institutions in Bolivia with branch offices in La Paz, Santa Cruz, Cochabamba, Sucre, Tarija, and Oruro. Since 1936, Banco BISA has offered a robust range of financial solutions to its customers. For more information, visit www.bisa.com.

Challenge

With its focus on offering quality customer service, BB wanted to provide a new service for its customers: a single number that customers can use to access bank information and services at any time of day from anywhere. BB was also interested in an IP telephony based solution that would be interoperable with its existing systems and infrastructure.

Solution

BB chose to implement a solution that includes Avaya Communication Manager running on an Avaya DEFINITY® Server with Avaya Computer Telephony Integration, Avaya IP Agent, Avaya Interactive Voice Response and Avaya Proactive Contact Management in its contact center located in La Paz, Bolivia. BB relied on trusted BusinessPartner Alpha Systems to implement its Avaya solution.

Applications and Services	
<ul style="list-style-type: none"> • Avaya Communication Manager • Avaya Definity® Server • Avaya Computer Telephony Integration • Avaya IP Agent 	<ul style="list-style-type: none"> • Avaya Interactive Response • Avaya Proactive Contact Management • Avaya BusinessPartner

Results

- **Provide round-the-clock worldwide customer service.** With Avaya Interactive Response, BB is now offering the new service for customers called TELEBISA. This new communication channel allows customers to conduct financial transactions over the phone, 24X7 securely and reliably.
- **Reduced wait time and improved agent productivity.** BB is also using the Avaya Interactive Response to route calls more efficiently within the contact center. Incoming calls are routed to the most appropriate agent, thereby reducing customer wait time and improving agent productivity.
- **Proactively manage customer relationships and drive outbound services.** BB is using the Avaya Proactive Contact Management to automatically call customers, detect a live connection, and ensure the right agent is instantly connected to the customer. This helps them proactively manage customer relationships and drive key outbound services, such as telesales, customer notifications, service follow-ups, and collection calling.

- **Increased revenue opportunities.** Through the efficiencies of Avaya Contact Management, agents are better able to capitalize on opportunities to market its services to customers.
- **System integration provides new and improved services.** BB has been able to integrate its new Avaya IP Telephony based solution seamlessly with its existing systems including Siebel. The Avaya contact center solution with Avaya Interactive Response and Avaya Proactive Contact Management and CTI has enabled Banco Bisa to not only offer new and improved services to its customers, but has resulted in an increase in employee productivity.