

EBG Increased Productivity 273% With Cincom Encompass[®]

Goal:

The initial requirement was to find a solution that would:

- Enable Emirates Bank Group's (EBG) new channel – the call center – to serve existing customers and to support channels and services.
- Grow market share.
- Ensure customer retention.

Challenge:

Implement a CRM solution that will meet EBG customer needs and allow the call center to be a profit center rather than a cost center.

Cincom Solution:

Cincom Encompass, a CRM application specifically designed for call centers, not only provided Emirates Bank with a complete outbound solution for managing customer interactions, it also provided the functionality that allowed Buzz Call Center Solutions to service third-party customers.

Key Results:

- Increased call volumes from 1.5 Million to 4.1 Million (+273%) in two years.
- Increased third-party business by 20%.
- Increased call center seats from 15 to 66.

Visit EBG at www.emiratesbank.com

For more information visit Buzz at www.buzz.ae



Situation:

The flagship of the Emirates Bank Group (EBG), Emirates Bank epitomizes the financial institution's energy and initiative. Since its inception in 1977, Emirates Bank has constantly endeavored to offer cutting-edge corporate and retail services and products through investments in technology and a commitment to excellence in service. In just two decades, they have emerged as one of the foremost financial institutions in the Middle East, striving to meet tomorrow's needs today. To improve customer service and the quality of customer interactions, EBG established Buzz, a Customer Service Call Center, and began providing premium service to its customers. The success of this call center quickly led to the expansion of services to third-party customers throughout the Middle East and North Africa.

The Challenge

Emirates Bank needed a solution that would assist it in servicing its local and international customers more efficiently and effectively. Additionally, it wanted a product that could be implemented quickly and would be able to handle a number of campaigns without having to customize sales, customer support and retail banking inbound and outbound functionality. It was also important to find a product that was easily integrated with the bank's current systems.

In addition, Emirates Bank was interested in creating an environment that would be revenue-generating and not strictly a cost center. Opening a call center would allow the bank to provide the customer service they needed for their customers and provide a solution to third-party customers as well.

"We were looking for something right out of the box. We didn't want to customize sales, customer support and retail banking inbound and outbound functionality. Cincom's Encompass provided this functionality."

– Ibrahim Gailani, Business Manager
Buzz Call Centre Solutions

The Solution: Outbound Agent CRM and Desktop Technology

To offer its customers the very highest standards of service, Buzz agents' desktops are powered by the award-winning Cincom Encompass product. Cincom Encompass' complete outbound solution manages customer interactions and enhances customer relationships through the contact center. It provides a complete outbound solution for telemarketing and collection operations through sophisticated list management and auto-dialing functionality.

By automating outbound calling as well as eliminating unproductive calls (busy signals, answering machines, etc.), Cincom Encompass maximizes agents' contact time with targeted customers.

Buzz agents are able to auto-recognize customers, use the script guide tool for assistance, refer to the online help file for difficult cases and schedule auto callbacks and follow-up calls to customers. Cincom Encompass' broad range of campaign screens also

allows agents to customize to the requirements of different companies. These include the following:

- Retail Servicing
- Complaint Management
- Sales and Marketing
- Surveys

Any campaign can be used for both inbound and outbound calls, with the option of preview and progressive dialing capability. This means that agents are always equipped with the best tools to handle customers.

Every call is viewed as an opportunity to help the business go even further. This state-of-the-art contact center technology helps monitor all inbound and outbound calls, record every conversation and analyze all data on a daily basis.

The Result

These flexible options, coupled with a wide array of services, enable Buzz to provide solutions to all their clients' communication needs including the following:

- 24x7 management of calls
- Choice of personalized IVR or human agent access
- Dedicated telephone numbers – toll free or regular
- Multiple language skills
- Information management regarding
 - Service-level management
 - Caller numbers
 - Call categories
 - Customer contact history
- Outbound telemarketing and customer service
- Customer surveys facility
- Web "call me" functionality
- Text chat and co-browsing functionality
- Complete confidentiality of information

As a result, Buzz is a leading call center in the Middle East and has received numerous awards based on its state-of-the-art technology and customer service. Since implementing Cincom Encompass in 2002, the Buzz Call Center Solution has grown from a 15-seat operation to over 66 seats.



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