

Customer Contact Center Experience Transformation



Union Investment Service Bank AG achieves improved and stable customer satisfaction, while optimizing agent utilization and improving cost efficiency

EXECUTIVE SUMMARY

Customer Name: Union Investment Group

Industry: Financial services

Location: Germany

Number of Employees: 2450

Challenge

- Improve customer service: achieve call answer rate of 95 percent with 80 percent within 30 seconds
- Reduce cost of operations
- Enhance competitiveness

Solution

- Contact center platform based on Cisco Unified Contact Center Enterprise and Unified Communications technology

Results

- Savings through higher agent utilization and increased first call resolution
- Beat service target: 96 percent answer rate with 84 percent within 30 seconds
- Customer satisfaction improved and stable

Challenge

Union Investment Service Bank AG is part of the Union Investment Group, which was established in 1956 as an expert in fund asset management for cooperative banks and private and institutional investors. With 4.2 million customers and €202 billion in managed assets it is one of the top three fund management companies in Germany. Headquartered in Frankfurt am Main, Union Investment Group is also present in Luxemburg, Poland, and Hong Kong.

Dealing with incoming calls quickly and efficiently, with high first call resolution is a top priority for Union Investment Service Bank AG. Although its previous automatic call distribution system was stable, over time it had become complex and inflexible to the point where it could no longer support plans for customer satisfaction and cost reduction.

The new contact center solution needed to integrate with the bank's customer relationship management (CRM) system, enabling callers to be identified and intelligently routed to the best available agent. Other key requirements included high flexibility and stability, allowing new business initiatives to be launched quickly with minimal risk.

Solution

The company evaluated four technology vendors and chose a Cisco® Unified Contact Center Enterprise solution. "The Cisco platform convinced in terms of flexibility, intelligence, and availability," explains Jens Prommer, contact center specialist at Union Investment Service Bank AG.

Unified communications is enabled by Cisco Unified Communications Manager, giving employees the ability to switch effortlessly between voice, video, mobile, and messaging.

Supporting some 240 agent seats, Cisco Unified Contact Center Enterprise provides a single virtualized platform for customer service delivery. The system is connected to a smaller Cisco Contact Center Express in Luxemburg, which has to be kept separate for data protection compliance.

This seamless customer experience is further enhanced by Cisco Unified Customer Voice Portal, which queues calls, plays announcements, and collects information, while also ensuring integration with the CRM system. Finally, Union Investment Group was able to protect investment by linking its existing third party voice recording system to the new Cisco contact center platform.



“As well as the increase in customer satisfaction we have monetary benefits, for sure, because we can process more calls, speed up processing time, and optimize utilization of available agents.”

Jens Prommer
Contact Center Specialist
Union Investment Service Bank AG



Mr Prommer

Results

Union Investment Service Bank AG uses the Cisco platform to handle 1.2 million inbound calls a year. By integrating with the bank's bespoke CRM system, it allows callers to be identified and routed on the basis of their call ID, thereby ensuring all inquiries are handled quickly and efficiently.

“Often callers interested in specific products use the wrong dial-in service,” Prommer says. “Now, we can ensure calls are put through to the team with the right skills to deal with their inquiry.”

He continues: “We challenged Cisco to build a solution with many highly sophisticated requirements, such as database-tuned call flows, announcements, and detailed reporting. And it had to seamlessly integrate with our external service provider. So far, the solution has not failed and we've been very impressed.”

Data from Cisco Unified Intelligence Center is used for resource planning as well as real time intraday performance control and historical reporting.

The Cisco solution is helping Union Investment Service Bank AG beat its target of handling 80 percent of calls within 30 seconds, with average rates now frequently reaching 84 percent.

When call volumes peak in winter, for example, the system keeps customers in the queue and plays different entertaining announcements based upon levels of demand being experienced.

Caller identification also helps the bank prioritize customers and build trust. This is reflected in customer satisfaction scores, which have been on an improved and stable level since the new system was introduced.

At the same time, the company is making savings through greater efficiency of call handling. “As well as the increase in customer satisfaction we have monetary benefits, for sure, because we can process more calls, speed up processing time, and optimize utilization of available agents,” Prommer concludes.

For More Information

To learn more about the Cisco architectures and solutions featured in this case study go to: www.cisco.com/go/collaboration

Product List

Collaboration

- Cisco Unified Contact Center Enterprise
- Cisco Unified Contact Center Express
- Cisco Unified Customer Voice Portal
- Cisco Unified Intelligence Center
- Cisco Unified Communications Manager



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