



## Case study : Cetelem Romania deploys Cisco Unified Contact Center Enterprise

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# Agenda

- Profile
- Solution overview
- Deployment architecture
- Next Steps
- Customized Agent Desktop

# PROFILE



# Cetelem Romania

- Subsidiary of BNPP – Personal Finance
- #1 in Europe for personal credit (Physical Person)
- Leader in Consumer Credit in Romania (20% market share)
- Created in 2003 (Credisson), becomes part of BNPP in 2005.
- A wide range of activities:
  - Distribution
  - Direct
  - Credit Cards
  - C-NET – Online Credit
  - Web Merchants



# Cetelem Romania in Figures

- More than 1.000.000 clients in our Database
- 860 employees in Romania
- 370 employees in our Headquarters
- 160 employees working in our Contact Center



# Solution Overview



# The Contact Center beginning of 2010

- 160 Agents, 90.000 IB, 150.000 OB / months
- Covering 5 different activities:
  - Distribution (Inbound)
  - Direct (Inbound + Outbound)
  - Cards (Inbound)
  - After Sales (Inbound + Outbound)
  - Collection (Outbound and Inbound)
- Lots of Campaigns
- Efficiency to increase for outbound campaigns



## Business objectives for the Unified Contact Center deployment at Cetelem

- High Availability – The Contact Center is a strategic point for our Business
- Flexibility/Scalability – Adapt the Contact Center to our Business needs
- CTI with our Core Banking System
- Professional Archiving Solution





# BUSINESS RESULTS

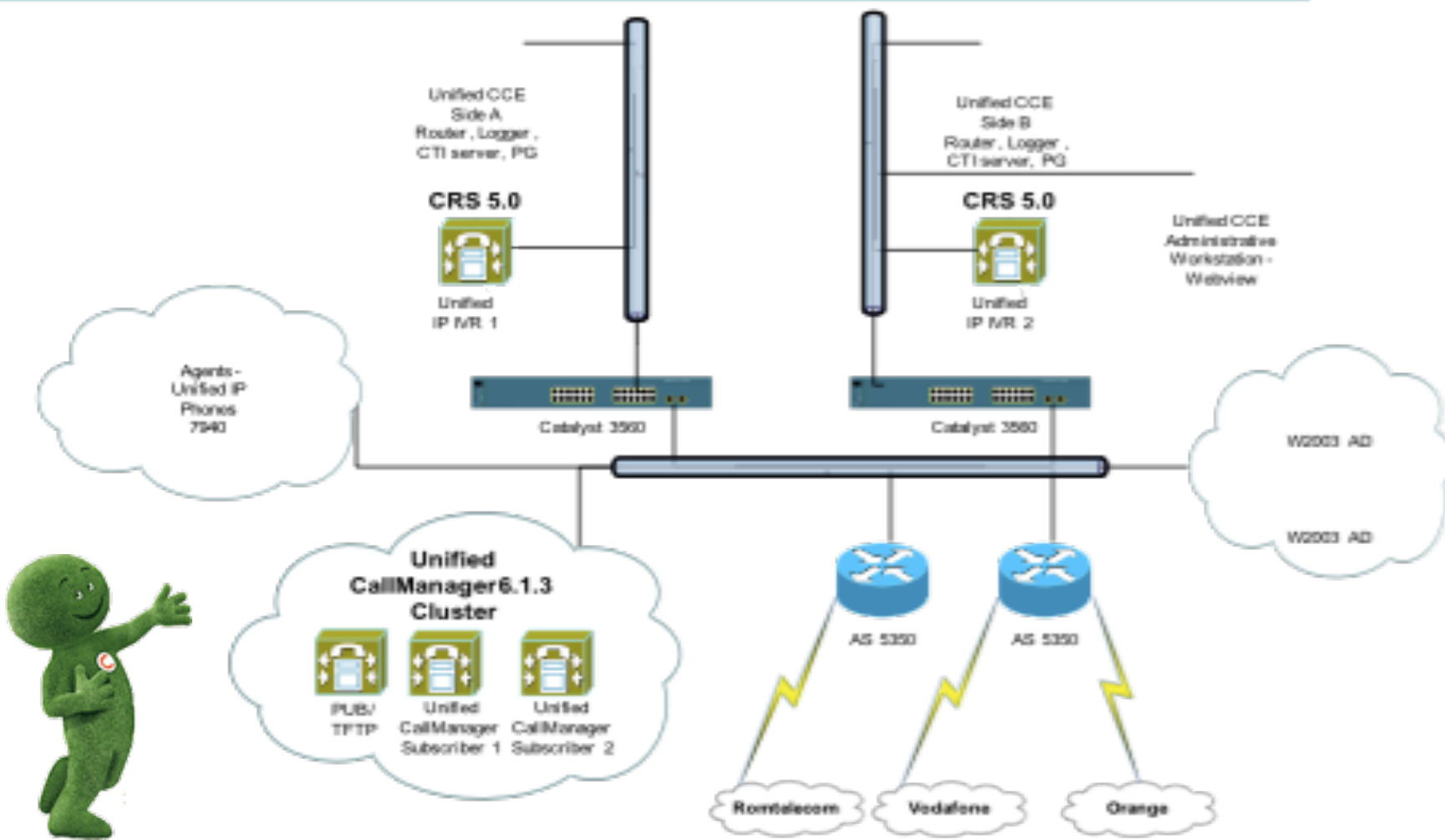
- Better response to our Customers
- Fault tolerance for sustaining business-critical services
- Professional Recording and Archiving Solution (Zoom Call Rec)
- Better efficiency and more contacts with clients;
- Client recognition – Display of personal data;
- Predictive Dialer for Outbound Campaigns;



# DEPLOYMENT ARCHITECTURE

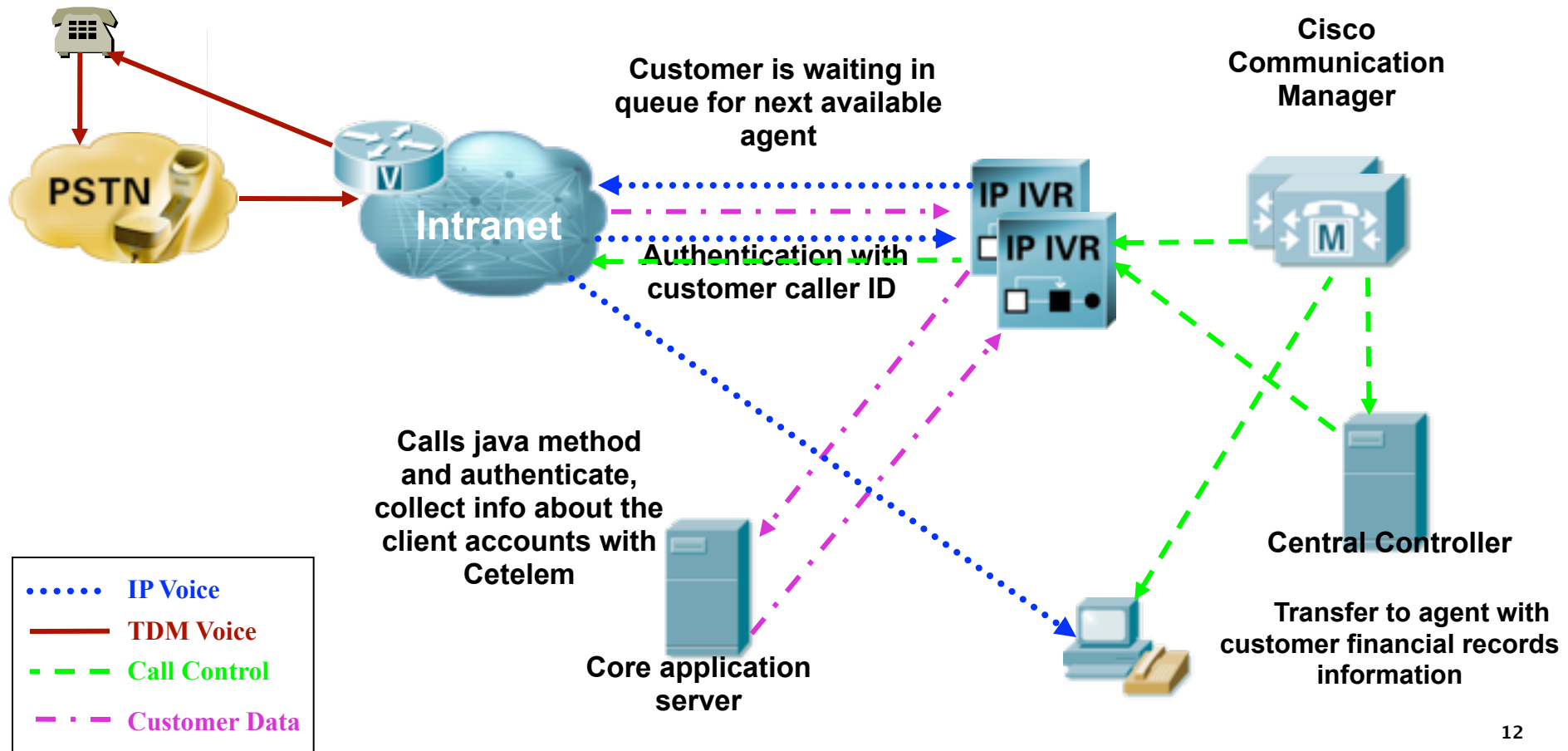


# Deployment architecture



# Interface with Cetelem core application

Customer calls for account information

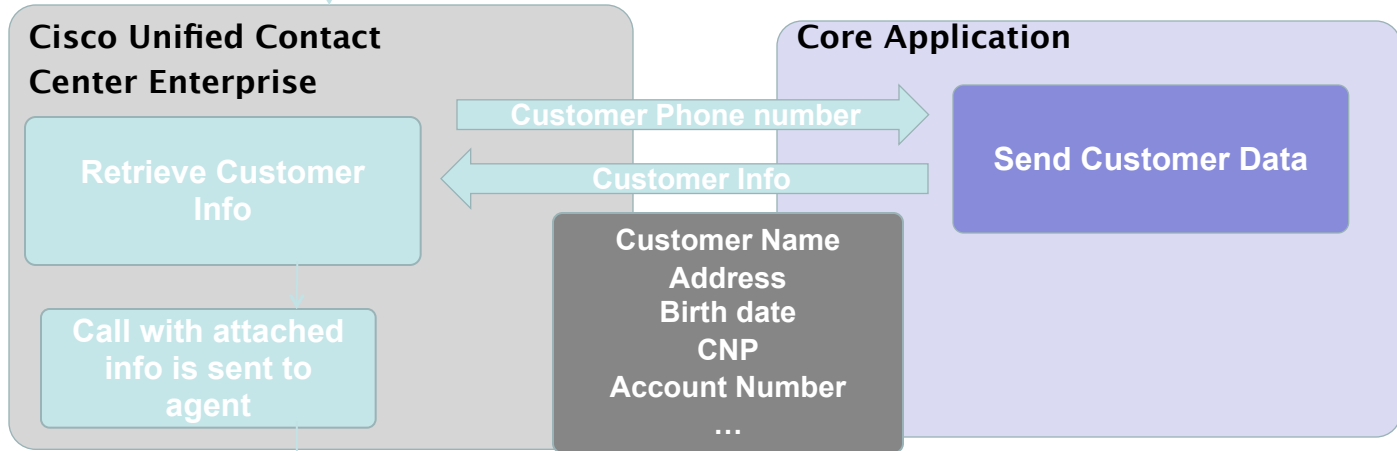




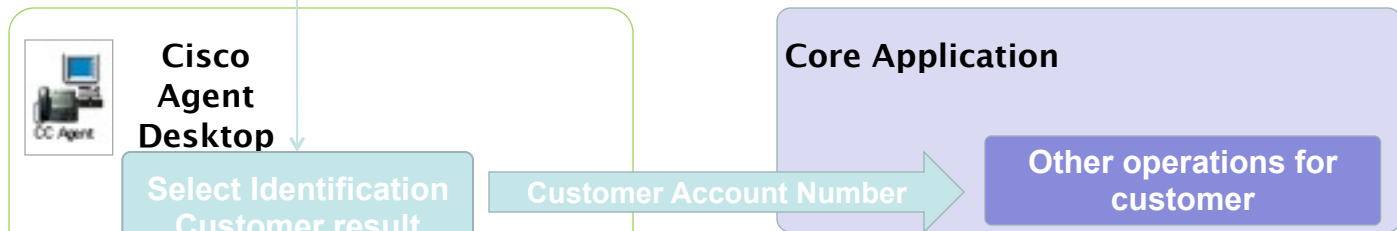
Inbound call

## CTI Integration

### Client Recognition



### Client Redirect



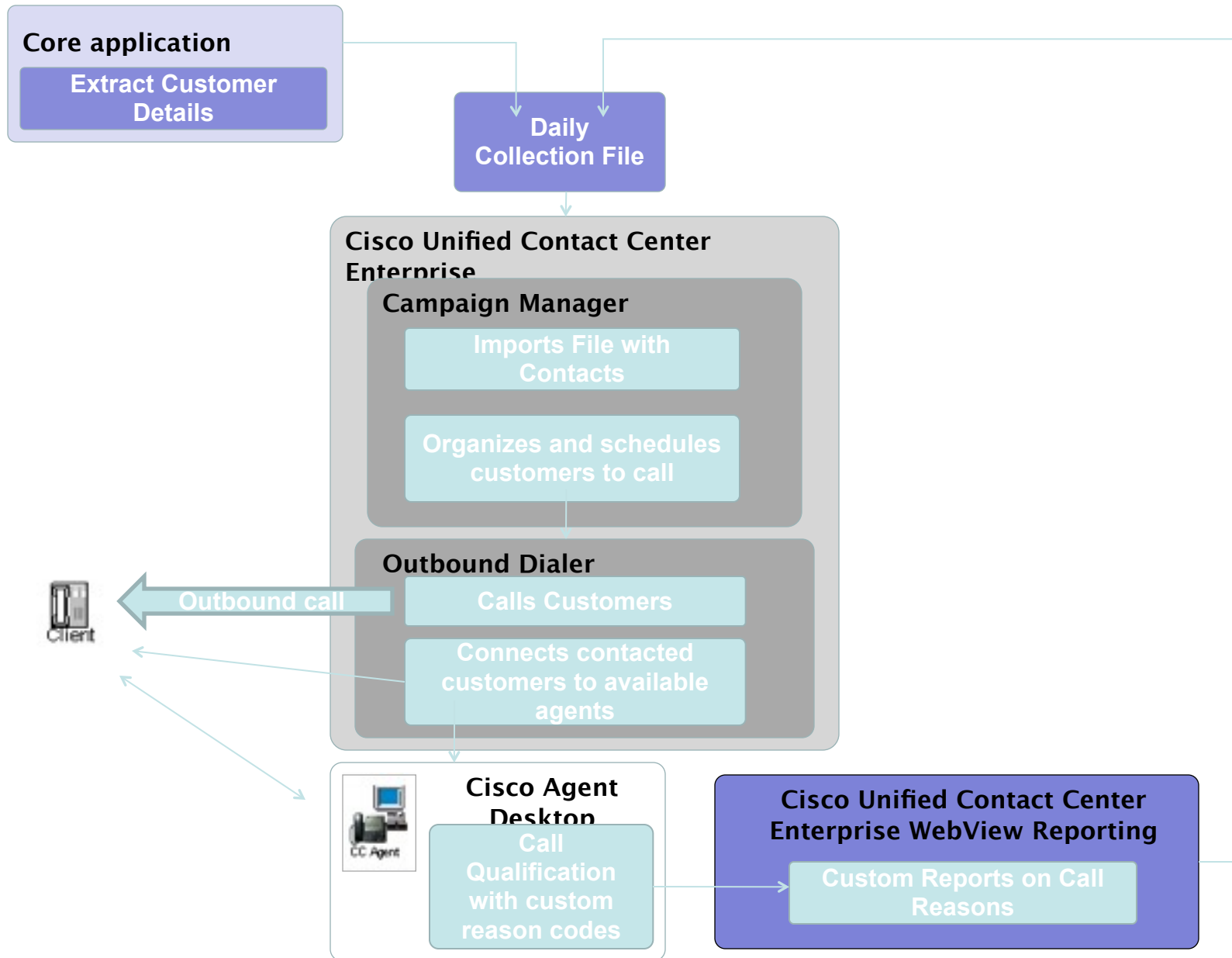
### Call Tagging



### Reporting



# Cisco Outbound Option



# NEXT STEPS



# NEXT STEPS

- **IVR Services**  
24x7 availability;  
optimize after-sale call-center;
- **Campaign Manager**  
Real time management of campaigns;  
Management of SMS, emails and voice messages;  
Predictive, progressive and preview mode;  
Better reporting and monitoring;  
Customized Agent Desktop;





# Datanet Systems

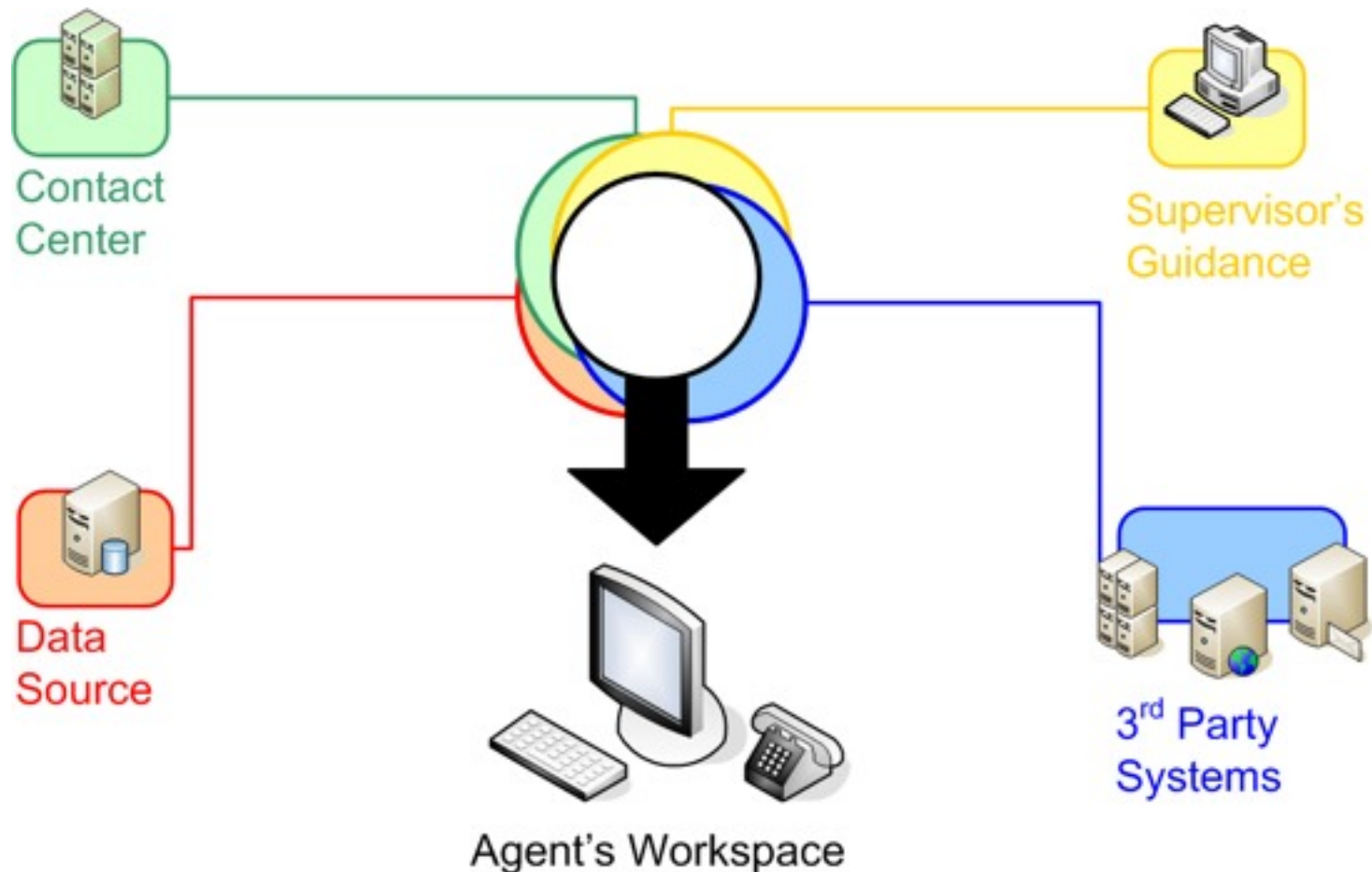
Cisco Gold Partner since 2004

Specialized in Advanced Unified Communications

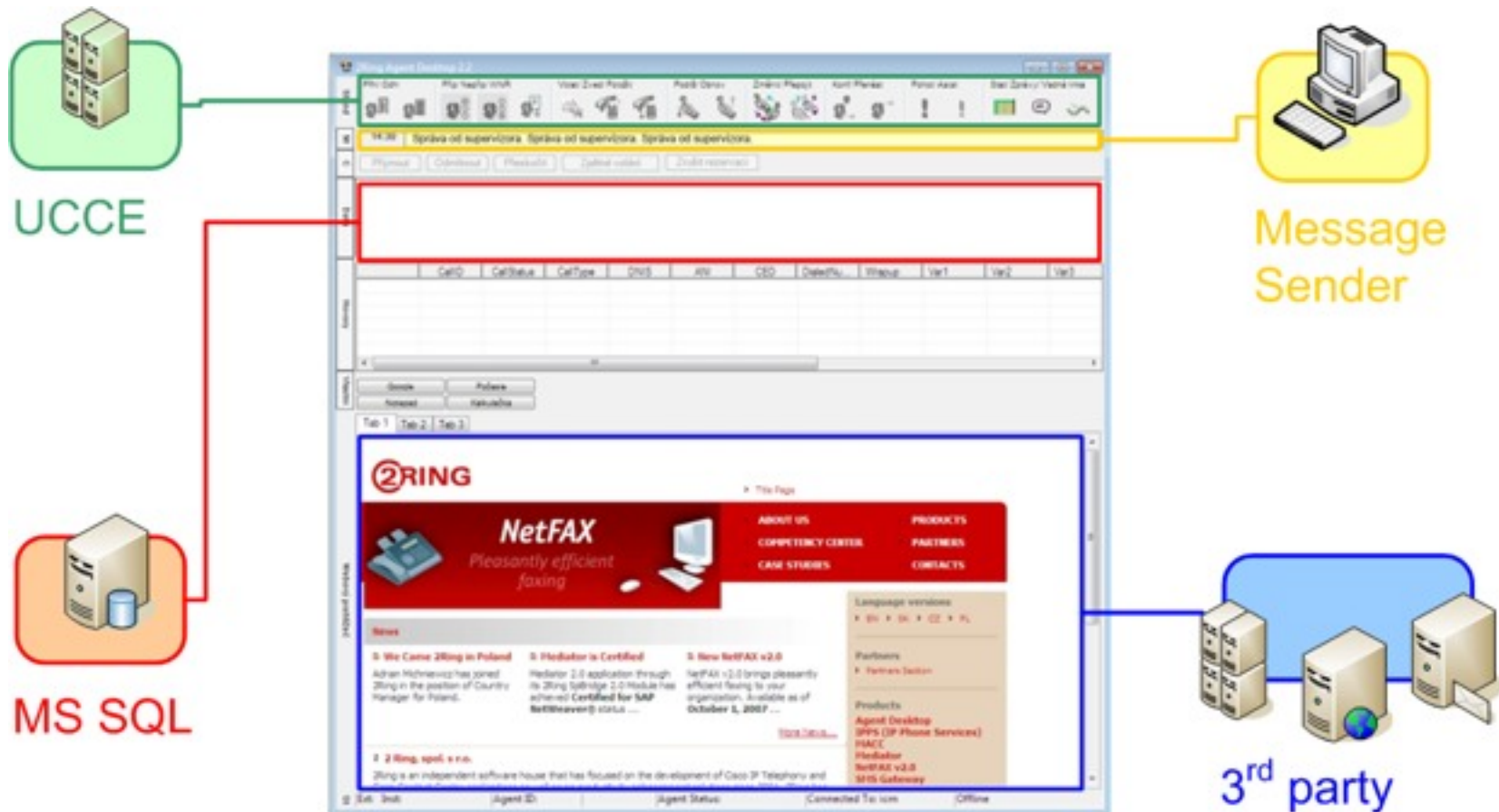
Authorized Technology Provider – Unified Contact Center Enterprise

Partnership with 2Ring – Cisco Technology Developer Partner

# Contact Center – The big picture



# Contact Center – 2Ring Agent Desktop



# 2Ring Agent Desktop – Components

- Control panel



- Message sender



- Configurable buttons



- Database information



- Integrated web browser



# Event – Rules – Actions



# Event – Rules – Actions



# Enhanced Wrap-Up Form

Wrap up agent Desktop

Externý hovos  
Externý hovos  
na odstavce  
Potrebna  
Call back  
vopis

Dialog - priamy pre  
Direct

Dialog - dohodnut  
Na potvrdzu, príjezd sán

Dialog - informacn  
Informacny

Dialog - WP12 box  
Zverejnenie informacii

Registruje... Pripadne...

Ukoncuje... Ukoncuje...

Ukoncuje... Ukoncuje...

Ukoncuje... Ukoncuje...

Wrap up - OUT




- Externý hovos
- Dialog - priamy pre
- Dialog - priamy pre
  - Objednavka
  - Norma odjezdu
  - Zverejnenie nasklad
  - Norma odjezdu v budúcnosti
  - Int. osoba
  - Zároveň, Fax, Neodstavené (dáv)
  - Neodstavené (dáv)
- Dialog - dohodnutie informacii
- Dialog - informacn kampane
- Dialog - WP12 koordinacia

Submit

Externý hovos	Externý hovos	Agent ID	Agent Status	Connected To	Online
Externý hovos	Externý hovos	Agent ID	Agent Status	Connected To	Online

# Supervisor Module

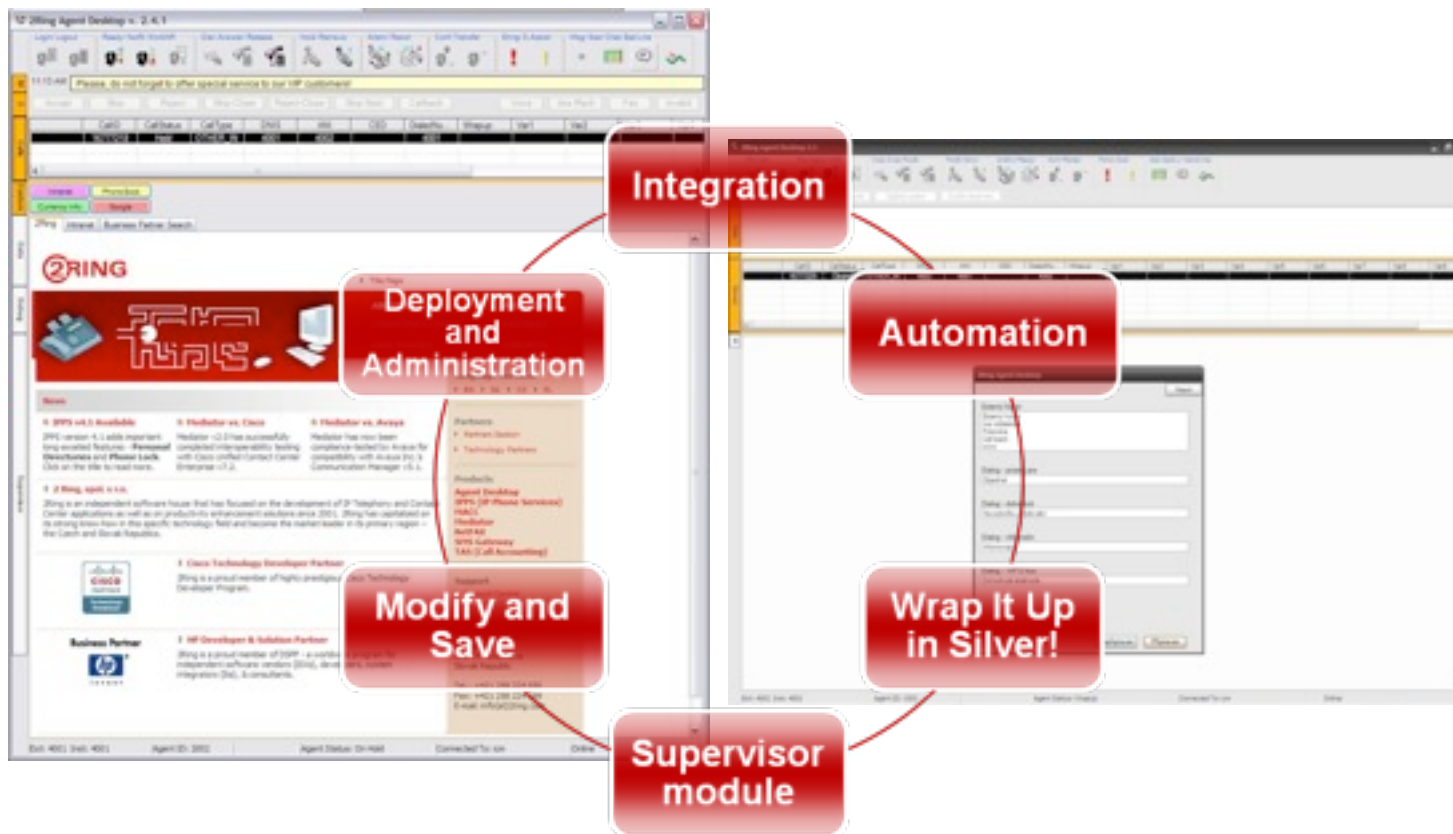
- ⑩ Supervisor functionality is fully integrated in 2Ring AgD
- ⑩ Extra functionalities
  - Sorting of agents according to multiple properties (state, time in state, reason code, team)
  - Filtering out inactive agents
  - Coloring agents according their state (ready, not-ready, talking, wrap-up) and the time spent in that state
  - Full screen mode
  - Configurable refresh ratio (by administrator)

 Ready   Logout   Silent Monitor	Agent Status	Agent ID	Name	Time in State
	Logged out	1001	01 Agent	00:00:11
	Logged out	1002	02 Agent	00:00:11
	Logged out	1003	03 Agent	00:00:09
	Logged out	1004	04 Agent	00:00:11
	Logged out	1005	05 Agent	00:00:09
	Logged out	1006	06 Agent	00:00:09
	Logged out	1007	07 Agent	00:00:09



# To Sum Up

## Six benefits delivered by 2Ring AgD:



# To Sum Up

**Datanet implements a very feature-rich Cisco Unified Communication solution, including:**

- Cisco Call Manager, IP Phones and VoIP gateways**
- Call recording**
- Call Accounting**
- Multitenant solutions**
- IP Phone services**
- Contact Center, IVR**
- Desktop Agent**
- Framework and connectors for integration with customer applications and databases**
- Audio and Videoconference MCU and terminals**
- Collaboration**

## To Sum Up

**The Contact Center system of Cetelem Romania is continuously enhanced and provides new sources of efficiency gains with each new development .**

# Thank you!

Q & A