Making Every Customer Contact Count

Raiffeisen Bank revolutionizes how agents work and customers are served. Productivity and satisfaction scores are hitting new highs.

“Agents now make about 3000 more sales calls every month. That’s up by 50 percent.”

Amela Karamehmedović, Head of Inbound, Raiffeisen Bank

Incoming calls, telesales, and collections all share the same Cisco® Unified Contact Center platform.

Challenges
- Reinvent the bank’s customer communications
- Increase sales to existing customers
- Propel Raiffeisen ahead of the competition

Since entering the Bosnia and Herzegovina market in 2000, Raiffeisen Bank has rapidly gained ground. Customer service has become its cutting edge.

Before, there were dedicated phone lines but no contact center. Customers weren’t receiving help quickly enough and were frustrated by the lack of automated, out-of-hours options. Inside the bank, agents struggled to meet their sales targets. They needed smoother processes and automation too. Mistakes crept in from managing campaigns using siloed data stored on spreadsheets.

“We needed to consolidate all our diverse customer-facing activities,” says Amela Karamehmedović, head of inbound. “Cisco had the best solution for our needs and budget.”

Case Study | Raiffeisen Bank

Size: 50,000+ employees  Location: Bosnia and Herzegovina  Industry: Financial Services
Cisco Unified Contact Center Enterprise automates routine queries, speeds up customer service, and creates a platform for continuous improvement.

- United all customer-facing functions in one contact center with Cisco Unified Contact Center Enterprise
- Improved customer access to information with Cisco Unified IP Interactive Voice Response (IVR)

Best fit for the business
Cisco Contact Center Enterprise was an easy pick for the team in Sarajevo, even though it wasn’t a corporate standard. “It helped that we already knew Cisco from our network,” says Karamehmedović. “They were also the only supplier with a local support presence and a choice of implementation partners.”

Customer experience dashboard created
Contact center agents are busy handling incoming and outbound calls including payment collections. Supervisors can see exactly what’s happening and better manage the workload. Optimized resources are making a big impression. “Now we can measure our Net Promoter Score,” says Aldijana Krajšnik, head of outbound. “Service is easier and faster, customers are more satisfied, and NPS is higher. And we can create other indicators, like first-contact resolution.”

Clear, measurable targets drive improvement
The bank has set targets such as 80 percent of calls answered in 20 seconds and no more than five percent of calls abandoned. Reports customized by Cisco give detailed performance feedback. “We have a full picture of our service quality for the first time,” says Karamehmedović. “We can measure progress against targets and drive improvements.”

Self-service an immediate hit with customers
Overnight, Raiffeisen became the first bank in the region to use IVR. Simple to use and available 24 hours a day, it’s a huge differentiator. Customers get instant answers to routine queries, and those who need to talk get speedy connections to the right agent.

Telesales calls are up 50% a month
Twin sales and service benefits

Service is more automated. Incoming calls have fallen by 15,000 a month from customers using IVR self-service to check account balances. A cost-benefit analysis showed the drop was equal to two full-time agents, who can now apply their skills to higher-value tasks.

Customer-facing teams are more productive. “Agents now make about 3000 more telesales calls every month,” Karamehmedović confirms. “That’s up by 50 percent.” Predictive dialing is helping speed the process still more. Product sales are climbing.

Next on the agenda is linking the bank’s CRM system to the contact center. Customers can be better served by agents with all relevant data at their fingertips, and sales will get another lift.

Raiffeisen intends to keep the pressure on its competitors by adding new channels, starting with web chat. Email and social media are also handled by contact center agents.

Results

- Increased customer satisfaction with 80 percent of calls answered in 20 seconds
- Self-serve options cut out 15,000 incoming calls a month
- Agents are more productive making 3000 extra sales calls a month

Products & Services

Collaboration
- Cisco Unified Contact Center Enterprise
- Cisco Unified Communications Manager
- Cisco Unified IP IVR
- Cisco Unified Intelligent Contact Management

Services
- Cisco Agent Desktop
- Cisco Unified Intelligence Center
- Cisco IOS Voice Gateway
- Cisco Unified Border Element
- Cisco Smart Net Total Care™

For More Information

To find out more about the Cisco solutions in this case study, visit www.cisco.com/go/collaboration