

Irish Bank Gains Flexibility with New Call Center Solution

Customer Case Study



EXECUTIVE SUMMARY

Customer Name: Allied Irish Bank

Industry: Financial services

Location: Dublin, Ireland

Number of Employees: 15,000

Challenge

- Eliminate isolated systems that increased contact center costs and reduced effectiveness
- Gain more flexibility deploying contact center agents to satellite offices
- Ease reporting on key contact center metrics

Solution

- Cisco Unified Contact Center Enterprise provides for enhanced collaboration and communication among contact center agents
- Cisco Unified Communications Manager enables flexibility for opening virtual contact centers without buying individual PBXs for each one
- Cisco Unified Customer Voice Portal provides integrated voice response and call queuing to improve productivity of contact center agents

Results

- Achieved business flexibility by being able to deploy agents anywhere
- Improved collaboration by sharing calls across multiple contact centers
- Cut hardware costs by deploying virtual data centers in multiple locations

Allied Irish Bank eases contact center management and cuts costs.

Challenge

Allied Irish Bank is a full-service bank based in Dublin, Ireland, that offers a range of business and personal banking services, including daily banking, lending, deposit solutions, corporate banking, international trade management, merchant services, and personal banking offerings. It employs more than 15,000 workers, and its products and services are delivered via a 300-branch network throughout Ireland and Great Britain.

Previously, Allied Irish Bank had separately isolated systems in the contact center that made it difficult to share calls or report on metrics across different locations. The bank needed a better way to manage the 14 million calls that come into the call center each year. Call volumes were increasing due to the bank's strategic decision to process all calls at individual branches through the contact center. Additionally, the bank was looking for ways to improve communication, collaboration, consistent customer experience, and reporting among the contact center workers, as well as streamlining business processes that were the result of a "split" time-division multiplexing (TDM)/IP telephony (IPT) environment.

"Years ago, we had a mixture of different contact center applications that were joined together. These systems were best of breed at the time of installation. We had a number of different vendors and applications to manage," says Karen Brady, contact center planning and design architect. "As it happened, we were looking for an IP telephony replacement for our branches and head office locations, which were all TDM telephony, and, simultaneously, the contact center was looking for an ACD [automatic call distribution] and IVR [integrated voice response] replacement system. We thought we could benefit by getting it all from the same vendor."



"We're finding Cisco Unified Contact Center Enterprise to be very easy to use, maintain, and deploy. We're very pleased with it."

Karen Brady

Contact Center Planning and Design
Architect
Allied Irish Bank

Solution

After sending out a request for proposals (RFP) to all major vendors, Allied Irish Bank chose Cisco based on its previous highly positive experience with Cisco® solutions. "We'd had great experience with Cisco on the data network for years and were very happy with the support as well as the documentation that Cisco published, especially when compared to other vendors," says Mark Doyle, Allied Irish Bank telecoms architect.

Also, Cisco seemed to have the most credible IPT solution, says Brady. "We wanted to go to IPT and move away from TDM, but a lot of traditional TDM vendors didn't seem to have the product roadmap for IPT at the time. Plus, with Cisco IPT, there were synergies with the call center solution that allowed us to get better functionality than if we'd gone with different vendors for the two solutions."

Today, Allied Irish Bank uses Cisco Unified Communications Manager as its IPT solution and Cisco Unified Contact Center Enterprise as its contact center solution. Self-service IVR and queuing are handled by Cisco Unified Customer Voice Portal, freeing up more agents for nonroutine queries from callers.

Previously, the bank had one primary contact center, located outside Dublin, and smaller satellite contact centers, each of which required its own private branch exchange (PBX) and instances of contact center software. Today, the bank has central control and management over its entire contact center environment despite opening up more remote contact center offices. It is now able to quickly create virtual contact centers with the full capabilities of the Dublin office, including queuing, reporting, and data popping or screen pop.

"We're not managing multiple PBXs for each call center," says Brady. "Now we have one central point of command and control. This has allowed us to actively manage the call center volumes and provide the business with the tools to manage and move agents according to service-level demands."

This arrangement has saved considerably on hardware costs. "And we now have the capability to support cradle-to-grave reporting for all of our agents," says Brady.

The bank is now directing the inbound calls from 60 percent of its branches to the contact center via the Cisco IPT solution, and it expects to have the migration complete by end of 2013. "Centralizing the hardware resourcing made us more flexible about giving contact center capabilities to smaller groups of people wherever they are," says Brady. Reporting across the entire contact center environment is now possible, enabling the bank to run analytics to track quality and quantity of calls, contact center personnel performance, and other metrics.

Results

Centralizing inbound calls has been one of the goals of the bank for some time, and now with Cisco Unified Communications Manager, the bank has the flexibility to route calls anywhere it wants, depending on what customers' needs are. "This has allowed our central analytics team to do customer analytics, create customer profiles, and develop sales leads," says Brady. Cisco Unified Contact Center Enterprise facilitates these centrally managed tasks. The Cisco Dialer Outbound Option is used by the arrears and sales teams to make sales calls.

It is used in conjunction with a Cisco certified campaign management application (Acqueon's List and Campaign Manager) and a bespoke agent desktop application to manage and track calls, which is required for regulatory purposes and to document interaction and wrap-up codes.

The bank also has improved the customer experience through consistent messaging and customer hold patterns and enhanced IVR prompting. The contact center is much more efficient due to the synergies gained by queuing calls against multiple sites. This capability allows the bank to manage the peaks in its call traffic and optimize its employee productivity through integrating the Cisco Real-Time Adherence tool, providing both real-time and historic call traffic into its workforce management solution. Multiple integration points have also proven to be simpler to manage and operate.

"Being able to plug anything into the Cisco solutions is a great feature," says Brady, adding, "We're finding Cisco Unified Contact Center Enterprise to be very easy to use, maintain, and deploy. We're very pleased with it."

Next Steps

Looking ahead, Allied Irish Bank is focused on upgrading its contact center to newer versions of Cisco Unified Contact Center Enterprise and on improving collaboration within the organization. It currently has a pilot test of Cisco Jabber™ underway to determine how presence, instant messaging (IM), voice, video, voice messaging, desktop sharing, and conferencing can help contact center agents become more productive.

For More Information

To find out more about Cisco solutions, visit:

<http://www.cisco.com/en/US/products/sw/custcosw/ps1844/index.html>

Product List

Unified Communications

- Cisco Unified Communications Manager
- Cisco Unified IP phones

Customer Collaboration

- Cisco Unified Contact Center Enterprise
- Cisco Unified Contact Center Express
- Cisco Unified Customer Voice Portal

Collaboration Applications

- Cisco Jabber



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