



A Leading Bank in Taiwan Enhances Cross-Selling and Customer Services with ITApps C-Centric Contact Center Suite

Solution Overview

A Leading Bank in Taiwan

Providing a vast range of financial services to individual consumers and corporations in Taiwan

Industry

Financial Services

Geographies

Taiwan, Republic of China

Business Challenges

- Provide a comprehensive customer profile
- Increase campaign planning and execution efficiency
- Improve cross-selling
- Enhances customer services

Solution

Deployed ITApps C-Centric Contact Center Suite to support a multi-channel call center

Benefits

- Consolidated customer profile
- Sped up campaign planning and execution
- Increased sales through cross-selling
- Improved brand perception via enhanced customer services

Solution Components

ITApps C-Centric Contact Center Suite

Database: SQL
Hardware: HP
Mainframe: IBM
Predictive Dialing System: Avaya

In the era of increasing customer expectation and intensifying globalization, call centers had become a strategically crucial mean to productively serve customers and sell products. This leading bank in Taiwan realized that it needed to significantly improve its customer service and enhance its selling capabilities in order to stay competitive. Following the deployment of ITApps' C-Centric Contact Center Suite, the Bank had been able to dramatically enhance customer service, increase productivity, and identify new cross-selling opportunities. In June 2005, a new chapter had begun with the Bank's acquisition another financial holding company in Taiwan. The combined entity will be the eighth largest financial institution in Taiwan, with total asset value exceeding NT\$1 trillion.

Since its inception more than five decades ago, the Bank had transformed itself from a mutual and saving company into a financial powerhouse with capitalization exceeding NT\$20 billion.

In spite of its past successes, the Bank knew that it needed to continue delivering value to its customers in order to stay competitive. This meant it must strive to provide consistent, high quality services in all customer interaction channels, while increasing sales through cross-selling financial products to targeted customers.

To achieve these objectives, the Bank realized it needed to make improvement in three key areas: consolidating customer profile information, managing campaign planning and execution effectively, and improving multi-channel capabilities.

Consolidated Customer Profile

One of the challenges of delivering exceptional level of customer service is to provide a 360 degree view of the customer profile information, which the Bank needed to respond to customer's requirements and preferences. Despite the fact that it had invested substantial amount of money into building data warehouses, the Bank did not have a single platform for sharing these customer information, especially for their call center agents. Data resided in information "silos" within different product and channel-specific databases. Consequently, view of customers became fragmented, which contributed to the difficulty in providing a consistent brand experience to the Bank's customers.

Effective Campaign Planning and Execution

To remedy this situation, the Bank had deployed C-Centric Contact Center Suite to more than 150 agents in its call center. The suite provided agents with a single, comprehensive customer view across all customer interaction channels, including the internet, telephone, traditional post mail, and fax. On average, the Bank's call center agents managed up to 10,000 inbound and outbound interactions on a daily basis.

Using C-Centric Contact Center Suite, agents gained access to each and every customer's profile, and the history of all interactions the Bank had had with the customer. This enables agents to productively receive, log, and track multitude of different service requests, and resolve them as soon as possible. Frequently Asked Questions (FAQ), Call Script and Knowledge Database also helped to accelerate inquiry resolution. Automated workflow, measuring and monitoring analytics, support for multiple channels, and seamless integration had all contributed to helping the Bank understand its customers better.

"With increasing customer expectation, we needed the means to understand our customers better," noted Grace Lin, Head of the Bank's Call Center of Customer Sales & Services, "Using C-Centric Contact Center Suite, we obtained the complete view of our customers. We possessed a near real-time view of when we first contacted the customer, what the customer's response was, what action had taken to target the individual, what product that could be cross-sold, value of every deal proposed and closed, and access to comprehensive product information. In short, C-Centric Contact Center Suite helped us to provide more timely responses, to tailor product offerings to meet individual customer requirements, and to help customers in choosing products that best suited their needs."

The comprehensive customer information provided in C-Centric Contact Center Suite also helped the Bank in targeting new customers, tracking opportunities, and increasing revenues. Previously, when the Bank's Call Center wanted to conduct a telemarketing campaign, it needed to give IT department two weeks' notice to compile the customer list. Now, the Call Center had directly access to consolidated customer information, which could be easily segmented to support various telemarketing campaigns.

"C-Centric Contact Center Suite enabled us to become significantly more effective in our marketing campaign planning and execution," remarked Lin, "it allowed us to target specific geographic and demographic segments with customized telemarketing and printed direct mail campaign - and displayed these campaigns' results instantly."

"Effective campaign planning directly affected our execution," added Mandy Hsu, Supervisor of the Bank's Call Center of Customer Sales & Services, "For instance, while the agent was speaking to the customer regarding application of a new visa card, the agent could also see on his or her screen the other products that could be cross-sold to this particular customer. The agent could then ask the customer, 'I see that you are qualified for our small loan program, would you be interested in receiving more information on this?' If the answer was 'yes', then we would send out the relevant information via the channels the customer wished to receive it from."



Multi-Channel Capabilities - Improves Selling & Enhances Customer Services

C-Centric Contact Center Suite's multi-channel capabilities provided the flexibility the Bank urgently required. It allowed the customers to contact the Bank's call center through the internet, email, telephone, and fax. When a customer phoned the call center, the agent identified the customer by his or her Taiwan Citizen Card Number. The system then instantly generated a screen pop-up that relayed the consolidated view of customer profile, enabling the agent to quickly respond to the customer's inquiry.

C-Centric Contact Center Suite also provided the Bank with remarkable advantages in acquiring new customers. Leveraging the power of predictive dialing system, the suite helped the Bank not only to discover new opportunities among its two million plus customer base, but also placed automated "cold calls" to other potential customers as well. The integration link with predictive dialing system and the built-in preview dialing capability allowed the agents to switch between the two dialing modes; thus enabled the management to change its strategies when dealing with varying call traffic and different product requirements.

Emails and fax could be managed just as easily as telephone sales: pre-defined templates enabled the agents to quickly create a personalized email or fax that could be delivered with a click of a button.

"By enhancing our customer understanding and reach across multiple channels, we were able to direct resources to the most important customers, improved productivity, and conducted targeted, effective campaigns - all of which led to improved customer service, enhanced brand recognition, and increased sales," commented Lin.

A New Chapter

In June 2005, the Bank had completed its acquisition of another leading financial holding company in Taiwan. This move marked the Bank's strong desire to excel and proven track record to compete. With C-Centric Contact Center Suite providing such strong and proven business benefit, the combined entity had begun the assessment of broadening the deployment of C-Centric Contact Center Suite to all of its call centers.

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