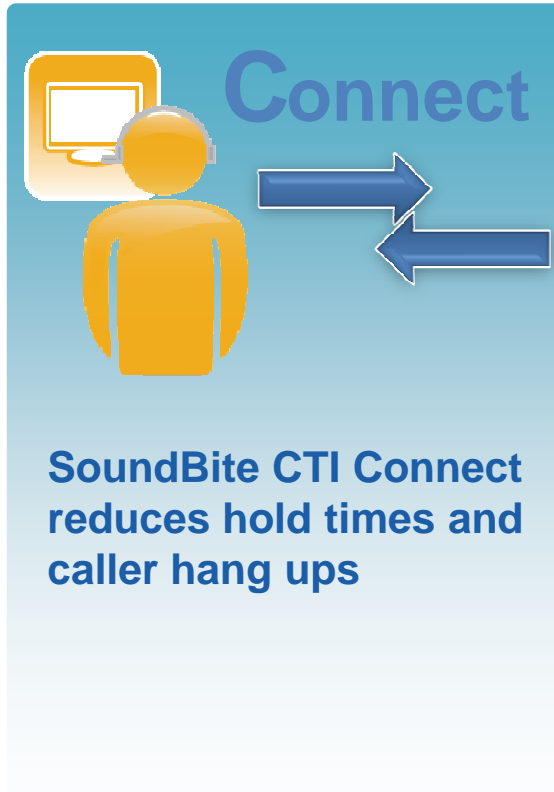


# Global Bank Optimizes Contact Center Operations

**CTI Connect**  
Contact Center Solution



## Situation

- Global Financial Services organization observed customers disconnecting while on hold waiting to speak with a customer service representative (CSR).
- The organization needed to resolve contact center inefficiencies and improve the customer experience.

## Strategy

- Integrate SoundBite CTI Connect module with the organization's contact center infrastructure to exchange key customer data at the time of the call
- Use the caller information to connect the customer to the most appropriate customer service representative available to assist
- Simultaneously send customer account and call data directly to the CSR's desktop screen at the time of the customer call

## Results

- 66% reduction in customer hold times
- 68% fewer customer hang-ups while on hold
- 98% transfer-to-agent success rate