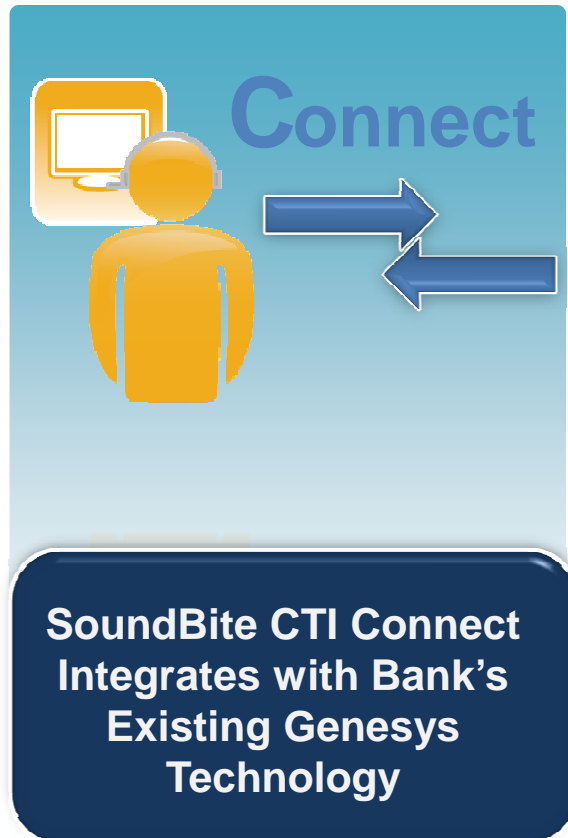


Top Issuing Bank Provides Optimal Customer Experience



Situation

- The Bank has multiple contact centers with varying levels of agent resources, availability, and processes.
- Required a flexible solution to accommodate call fluctuations across multiple contact centers while delivering a consistent customer experience.

Strategy

- Integrate SoundBite CTI Connect module with Genesys to exchange key customer data at the time of the call
- Collect real-time agent resource statistics to adjust and route calls to the optimal contact center location
- Replace whisper functionality with integrated screen pops to deliver personalized and detailed customer information to agent screens

Results

The solution segments customers based on days past due in order to intelligently route calls to available agents for immediate service

- Average customer on hold time reduced to 3 seconds
- Call abandon rate reduced by 83% leading to fewer callback attempts required to reach customers