

A bank contact center moves to the cloud and improves the customer experience.

Case study

Just as IT departments weigh cloud deployments against physical data centers, contact center operators face the same set of decisions. Balancing capital expense against operating expense, evaluating the advantages of network-based solutions against premises-based products, and – most importantly – selecting the right partner are all decisions that can affect the success of the entire business.

The situation

Over the previous 10 years, a regional bank enjoyed substantial growth, but its premises-based contact center was reaching end-of-life status with its vendor. The needs were significant – the bank had hundreds of branches, 1,400 agents and 700 concurrent users – and implementation had to be quick.

Banks have fairly specialized needs. A high level of security was required to protect customer information, and the contact center needed high availability to meet current demand and anticipated growth. While it was upgrading, the bank wanted to modernize its customer experience (CX) and customer relationship management (CRM) systems, which had become somewhat dated over the previous decade. It wanted not only to replicate its current interactive voice response (IVR) applications, but also to implement a new queueing platform, intelligent routing, custom CRM integration, real-time and historical reporting, call recording, and quality management.

Because the bank was planning significant upgrades, wanted to move expenses from its capital budget to its operating budget and had serious security concerns, it decided that a hybrid, cloud-based, dedicated solution would fit its needs best. The next question was, who to partner with?

The solution

Verizon brought in Genesys as a partner to provide a complete contact center solution. We delivered a single secure and dedicated platform hosted in two locations. The solution called for high availability with dual data centers, each with load balancing and full support. We provided Verizon Professional Services, Verizon Contact Center Managed Services, IP

Toll-Free transport and MultiProtocol Label Switching (MPLS) transport.

Meeting the bank's financial needs, the data center hardware was the only capital expense. Pay-per-use software moved most expenses to the operations budget.

The benefits

After the migration to the cloud-based contact center, the client had a dedicated, hosted and secure managed environment that added up-to-date capabilities such as outbound calling, speech analytics, speech recognition and omnichannel queueing. The bank is able to focus on bank operations and customer needs – not its phone equipment.

Efficient routing and CRM integration increased agent productivity and yielded higher volumes of answered calls. And new quality management capabilities improved agent training, performance and scheduling.

The new contact center fulfills the bank's financial needs, too, with minimal upfront investment and pay-per-usage pricing that's scalable as the business requires.

Contact us.

The right products and the right partnerships make all the difference. Verizon and Genesys have more than 55 years of experience designing, implementing and supporting contact center solutions. We jointly provide solutions to some of the largest healthcare, financial, insurance, media and entertainment, and utility companies in the world, but we can tailor a custom solution that fits your exact needs.

Ask us how. Contact your Verizon Business Account Manager.

