

'Just in time' customer service: Degussa Bank decides in favour of COLT Telecom

Client:

Degussa Bank

Sector:

Financial services

Challenge:

Increase service quality in telephone customer services and optimise call centre control

COLT Products and Services:

COLT IP Voice Solutions

The optimised communications model forms part of the bank's overall concept for efficient operating processes.

Degussa Bank offers its customers a comprehensive and prompt service thanks to a future-oriented process management system targeted specifically to meet customer requirements. A communications solution from COLT Telecom with intelligent call management ensures that telephone customer service is also optimally integrated into the overall concept.

Service quality of the highest standard, including for telephone customer contact: this is the stated goal at Degussa Bank. What is required to achieve this is much more than simply a friendly telephone voice. The prerequisite is consistent access to the company, ideally based on a comprehensive solution with standardised processes. It is not only important that every caller gets through to a Degussa Bank employee without having to wait too long, it is also critical that issues requiring in-depth consultation can be forwarded "just in time" to an appropriate customer advisor. This is why Degussa Bank has implemented a system for optimising telephone contact with the bank, forming an important component in optimising the customer service centre processes and integrating the centre into other departments. Here the company relies on IP Voice Solutions from COLT Telecom.

The key components are specialisation in process implementation, efficient control methods and the definition of interfaces between front-end business operations and the back office. "If we want to expand and develop our telephone banking services, we must have the capability to use the relevant controls to continuously optimise our customer service centre processes and the points where the centre interfaces with other departments. Outsourcing the management of the telecoms system environment represents a key element of this in every respect", says Dieter Bourlauf, IT Manager at Degussa Bank.

Customer-friendly, efficiency-oriented process management

The solution implemented by COLT Telecom is the ideal way for Degussa Bank to guarantee maximum availability at all times. Incoming calls are distributed according to clearly specified parameters. The calls are distributed in accordance with cross-departmental, integrated processes, ensuring that the customer's enquiry is handled by a competent member of staff within the shortest possible time. The IP Voice Solution implemented by COLT Telecom provides the underlying infrastructure to achieve this. Specifying internal SLAs (Service Level Agreements), which were defined by Degussa Bank for each department as part of the project, was also a critical factor.





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Tobias Dillmann, Degussa Bank

Reports and analyses for the optimisation process

To ensure that the standard attained can be evaluated, comprehensive reporting functions were agreed. On the basis of these reports, which include specific weekly and monthly analyses of call statuses in addition to various real-time reports, the SLAs are monitored and permanent process optimisation is carried out.

“For us it was important that the solution could be seamlessly integrated into our infrastructure. COLT clearly understood the complexity of the initial set-up and integrated the designs into a comprehensive, compelling total concept. The collaboration between the two companies was very close and intensive right from the start. Thanks to previous collaboration in the areas of IP VPN and Managed Services, COLT Telecom already had the necessary experience and was familiar with our needs”, stated Tobias Dillmann, Project Manager at Degussa Bank.