



A C Q U E O N™

Don't just interact. Relate.

With a customer base of 31 million and a century of experience, the bank was looking for an end-to-end customer service solution from Acqueon. Acqueon iQ was offered to meet the requirements.

The organization, a recognized national player in the Banking industry was expanding its support services across all locations. Acqueon Technologies, a Contact Center solutions provider recommended Acqueon iQ for its end-to-end requirements.

From being the first bank to be conferred the ISO 9002 certification to introduce intercity ATM network to becoming the first bank to introduce the concept of 'Good Banking', the financial services player has grown from a small bank to a 1000+ branch service provider.

A national level player, the Bank has the highest number of ATMs amongst other nationalized players – 2000 counters covering 698 centers. It has further expanded its domestic presence, with 2710 branches spread across all geographical segments. Being at the forefront of customer service and convenience, the Bank provides a range of alternative delivery channels that include 1351 branches providing Internet and Mobile Banking (IMB) services and 2027 branches offering 'Anywhere Banking' services.

THE POSER

For a bank which believes in 'Good Banking', the bank has a respectable customer base of 31 million. It wanted to provide round-the-clock service to all its customers. This also meant that they provide service across all channels – voice, e-mail, and chat. Being a trend-setter in the banking domain, it also wanted to showcase its latest offering ranging from farmer loans to student loans to senior citizen schemes by designing customer friendly outbound campaigns.

THE ANSWER

The bank considered Acqueon iQ for its complete suite of service offering – new telemarketing campaigns and end-to-end multi-channel customer support.

Acqueon iQ - Outbound

Acqueon iQ's outbound module is also used for agentless campaigns. It enables Contact Center managers dynamic, real time control over operations including campaigns, individual calls, and agent desktops.

The bank made use of preview, power, special power & progressive dialing modes of Acqueon iQ

The outbound module has the following components.

- Controller
- Monitor
- Agent Application

Acqueon iQ provides the below mentioned features.

- Auto scheduling of campaigns
- Extensive dial plan for individual calls
- Designing campaign-specific agent applications on the run
- Real time monitoring of campaigns and agents
- Strong historical reporting
- Separate processor for Call Progress Analysis (CPA)

Acqueon iQ

Acqueon designed and deployed a multi-media Contact Center solution, Acqueon iQ that offered a variety of services via e-mail, chat, and voice for customers. The bank was looking to expand its support by providing round-the-clock service.

Acqueon iQ E-mail

Acqueon iQ's e-mail channel serves an end-to-end medium of communication between the customer and the agent. Acqueon iQ has unique features like a strong e-mail categorization engine. Routing of e-mails with features like tracking is available in Acqueon iQ e-mail. It has easy to use agent desktop similar to Microsoft Outlook.

Technical Snapshot

PBX – Avaya S8720
 IVR – Dialogic: CT ADE 8.4
 Dialer – Acqueon iQ
 CTI – RAP CTI
 E-mail & Chat – Acqueon iQ

Acqueon iQ Chat

The agent can chat with the banking customer when the latter initiates a chat conversation. The agent can use canned text messages pre-configured and in addition to web page links, can even push web page to the customer by using the page push button. The web chat shall be supported over both http and https.

Similar to voice the agent can transfer chat calls using the soft phone as well as a buddy transfer to his buddies by right clicking a buddy and clicking on the transfer button.

ABOUT ACQUEON

Acqueon Technologies Inc specializes in developing products and solutions for the Customer Interaction Management (CIM) industry.

These products and solutions use business logic to deliver a distinctive customer experience by enabling organizations to not just interact with their customers – but relate.

Acqueon products and solutions also offer a compelling Total Cost of Ownership (TCO), which is further enhanced by rapid deployment.

Acqueon products and solutions handle millions of transactions every day at multiple sites and are implemented across various verticals such as Banking, Insurance, Retail, Telecom, Healthcare, and Education among others, in over 17 countries.

For more information, visit www.acqueon.com.



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