



A C Q U E O N™

Don't just interact. Relate.

The bank, having a phenomenal customer base was facing the challenge of customers 'hanging-up' before an available agent attends to them.

Acqueon's CallBack Manager addressed this challenge by giving customers the option of leaving behind their contact details and preferred time of contact. The agents would then call back customers accordingly.

Acqueon's solutions helped Maybank increase agent productivity. The CallBack Manager (CBM) module of iAssist enabled customers to leave a message for the agents to have them call back at a specified time or as soon as possible.

Maybank is the largest bank in Malaysia with 361 domestic branches and 88 international branches. It is the largest banking group in Malaysia and has been leading the banking industry for over three and half decades.

The bank offers different product suites for personal, commercial, business, and financial products. Maybank also offers different portfolios for forex related services, lifestyle services, consumer loan products, enterprise banking, Islamic banking, insurance and treasury.

THE POSER

The bank's customer service handles inbound calls which are routed through the PABX system to the IVR and subsequently forwarded to the agent via the CTI (Computer Telephony Integration).

Often, when the call volume is high, the customer has to wait in queue as there are no available agents to attend the call. If the customer decides to hang-up instead of waiting, the call is classified as abandoned.

THE ANSWER

Maybank trusted Acqueon's iAssist and installed the CBM module to reduce the abandoned call rate and to increase customer satisfaction by providing the customer an option to register their contact number so that CBM can call them back at an appropriate time and patch an agent with the call.

CallBack Manager (CBM) is a customer satisfaction enhancement tool which enables Call Centers to call back customers if they do not wish to wait in queue to speak to an agent. This helps Call Centers increase customer satisfaction, agent productivity, and Call Center efficiency. It also results in reduced call abandoned rates and costs.

Technical Snapshot

Switch / PBX – Ericsson
IVR – Periphonics
ACD / CTI – Genesys

THE RESULT

Call abandon rates - The bank experienced a dip in their call abandon rate as a result of which, agent productivity increased

Customer satisfaction - Customers were willing to leave a Callback message for the agents, at the bank, as they were given more options to be contacted at their convenient time and number

No wait time – Customers became less frustrated when they did not have to wait in the queue to talk to an agent

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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