



A C Q U E O N™

Don't just interact. Relate.

With 8 agents attending to over 250 calls per day, the service provider wanted a comprehensive solution providing agents with screen pops helping them to adhere to agreed SLAs besides providing personalized service

No. of agents – 8  
No. of calls per day – 250+

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Bank of India was looking for a comprehensive Call Center solution to improve customer service and enhance customer experience. Acqueon Technologies, a Contact Center solutions provider was invited to analyze and appropriately design a CTI solution to meet the bank's requirement.

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Bank of India, a national player in its domain recently has won the TOP PUBLIC SECTOR BANK under BEST BANK category and OVERALL BEST BANK in the DUN and BRADSTREET BANKING AWARDS 2009.

From a 50 employee institution, Bank of India has grown to become a recognized national player. The bank is spread over 2884 branches in India across all states / union territories including 155 specialized branches. These branches are controlled through 48 Zonal Offices. There are 27 branches/offices (including three representative offices) abroad.

## THE POSER

Bank of India currently has a customer base of over 20 million. It currently uses an IVR system which provides basic information to these customers. The bank wanted to take these interactions to the next level by giving customers the option to speak to agents should the need arise. Consequently, they wanted to equip agents with customer information to enable personalized service.

## THE ANSWER

Acqueon installed RAP CTI for the bank. RAP CTI is a set of ready to use productivity tools that help Contact Centers make the most of their agent resources and enhance customer service. By using screen pops and generating Caller Line Identification (CLI), the organization was able to reduce customer handling time. The screen pop provided the agent with necessary call and caller information.

The following components of RAP CTI were installed

- RAP CTI softphone
- RAP CTI client application

### THE RESULT

Customers do not have to repeat or revalidate their details. The screen-pop an agent receives on the desktop provides a single window view of customer information including the Caller Line Identification (CLI). This has helped agents tremendously by reducing call handling time. This consequently has resulted in an increase in call volume.

### 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](http://www.acqueon.com).



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