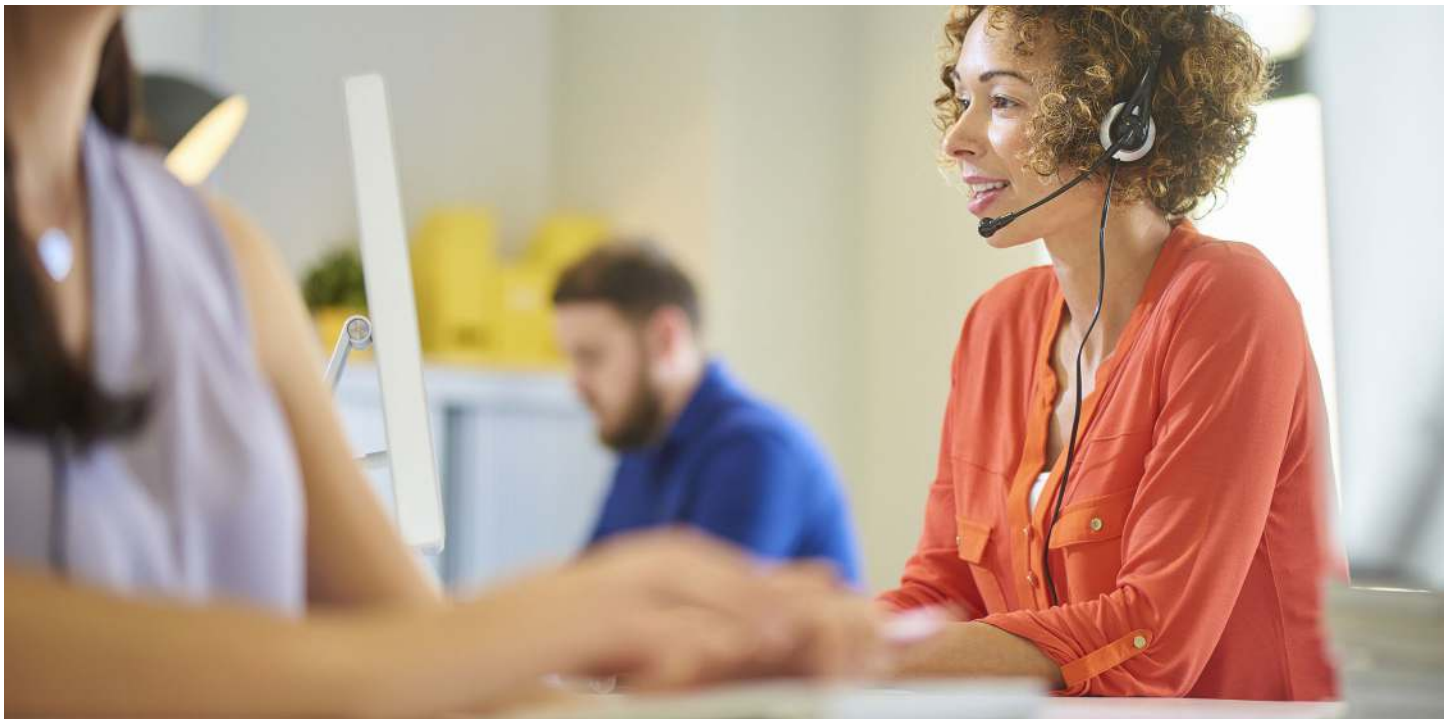


Creating winning customer experiences

Orient Bank improves agent performance and raises customer service quality



ВОСТОЧНЫЙ БАНК

Customer: Orient Express Bank
Industry: Financial services
Location: Russia
Agents: 1,400

Challenges:

- Increase revenue
- Reduce debt recovery expenses
- Optimize workloads and resources

Platform:

- Genesys® PureEngage™ Platform

Solutions:

- Outbound
- Inbound
- Digital
- Workforce Optimization
- Analytics and Reporting

Refining contact center development

Orient Bank sought to increase efficiency, deliver better customer experience and optimize their debt collection at all stages by ensuring effective communication throughout the term of each loan.

A new team was created to oversee the project, which included hiring new agents as the contact center grew. Working with Genesys, the bank completely re-engineered their processes for debt collection, workforce management and customer service.

"We liked the fact that Genesys offered a single platform that encompassed multiple contact center solutions to meet all our business needs," said Nino Kodya, Chief Operating Officer at Orient Bank.

With implementation of Genesys solutions in 2017, Orient Bank automated their contact center workflow. This greatly reduced manual operations and increased agent productivity by 35%.

Redesigning debt collection

To reduce their reliance on external debt-recovery services, the bank established in-house processes supported by the extended functionality of Genesys omnichannel solution. The solution even identifies the tasks that are best handled internally and those that should be outsourced.

"We have transformed our contact center into a customer financial service center. We aim to use cutting-edge technologies that help us to resolve customers problems as fast as possible," said Nino Kodya. "The Genesys solution also helps us to collect debts. The system notifies our clients of overdue payments, preventing them from falling into debt. Thanks to Genesys, large numbers of our clients are now able to stick to financial discipline and avoid bankruptcy."

“With the Genesys workforce planning tool, our agents now handle up to 10% more interactions, reducing the time and expense of recruitment.”

Nino Kodya, Chief Operating Officer

Improving efficiency

The next step for the company was to transform its workforce planning. Genesys Workforce Management allows Orient Bank to accurately forecast and match staffing levels to meet SLAs. This takes into account variables such as vacation time and sick days across three distributed contact centers.

Thanks to a user-friendly dashboard, agents enjoy more control over their workloads and, as a result, now spend up to 85% of their time interacting with customers.

Better omnichannel experiences

Customers have more choices now that they can contact the bank using voice, SMS and email channels. Interactions are tracked with Genesys Info Mart solution, and that data is used to create routing strategies aligned with customer behaviors.

“Statistics showed that 8% of our customers tended to abandon IVR self-service. This is no longer a problem. Our Genesys platform intercepts and connects them directly to an agent,” explained Nino Kodya.

Orient Bank is constantly looking to improve the customer experience and to that end, their next innovation will be to integrate social media channels into their omnichannel contact center.

RESULTS

12.5 times

more outbound calls

250%
increase

in outbound call completions

100% more

interactions handled by agents

15%
reduction

in agent downtime, so agents spend up to 85% of their time with customers

ABOUT GENESYS

Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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