

**DAMOVO**

UNDERSTAND. DELIVER. IMPROVE.

# RAIFFEISEN BANK

The introduction of Interactive Intelligence CIC allows Raiffeisen Bank to manage multiple communication platforms, and improve the efficiency of their contact centre.



# RAIFFEISEN BANK



**Industry:**  
Finance

**Region:**  
Warsaw, Poland

**Size:**  
approx. 6,000 employees

[www.raiffeisenpolbank.com](http://www.raiffeisenpolbank.com)

**About Raiffeisen Bank:**

Raiffeisen Bank Polska S.A. was founded in 1991, and its sole shareholder is the Austrian Raiffeisen Bank International AG. The Bank offers a full range of services for both individual as well as commercial customers.

The Raiffeisen Bank Polska S.A. Group includes industry leading companies such as: Raiffeisen-Leasing Poland S.A. and Raiffeisen Investment Poland Sp. z o.o.

The Bank serves approx. 250,000 customers with the help of about 100 branch offices in Poland. The Bank also serves its customers with the help of other communication channels i.e.:

- Telephony services centre
- Mobile banking (an application compatible with most mobile phones and smart phones)
- Internet banking

**Understand**

Raiffeisen Bank has operated in Poland for over 20 years, during which time the scale of the business has continuously expanded. This had led to an increased demand for new customer service tools.

In 2008 the bank decided to overhaul the current operation of their contact centre, which was run with multiple systems and teams, and replace it with one common communications platform, installed and serviced by one vendor. This would result in simplifying management processes and a reduction in support and system administration costs. The bank also wanted to replace traditional TDM telephony with a more modern, flexible and cost effective IP telephony solution.

"In order to make the final choice on the solution provider we conducted customer reference visits. We also requested pilot systems, also known as "proof of concept", where selected suppliers implemented functionality sets in a test environment at the bank, as well as integrating the pilot with the bank's CRM system.

Only two vendors coped with the challenge. The final choice of vendor was between Genesys and Interactive Intelligence. The decision was made based on the overall price for the entire operational project" - Jacek Późniewski, Head of Customer Service Technology Development Department.

**Deliver**

Interactive Intelligence 'Customer Interaction Center' (CIC) is a unified communications solution supporting multiple customer contact channels.

At Raiffeisen the CIC platform manages: phone calls, emails and SMS, as well as fax communication. All interactions, regardless of the chosen communication channel, are recorded and archived.

To support outgoing communications, i.e. sales campaigns or vindication processes, the Interaction Dialler application was installed. The application automatically establishes a connection with customers, freeing the contact centre agents from the responsibility of manually dialling numbers. This has proven to be a successful time saving measure.

CIC has been integrated with the Bank's CRM "Chordiant" solution. This enables the agent to efficiently and easily access all previous customer data saved in the CRM system as well as information on their contact history with the bank.



### **Improve**

The system supports 250 agents at two separate sites. In crisis situations the sites can serve as back-up for one another i.e. each site can immediately take over all customer service processes.

"An interesting aspect of the implementation is that whilst designing the new contact centre we decided to do without physical desk phones. All of our consultants work on softphones, which greatly simplifies and reduces the cost of moving or creating new seats. Eliminating the use of physical desk phones reduces energy consumption which ties in with the Bank's 'Go!Green program'" - Jacek Późniewski.

**W** The Bank estimates that the costs of development of the Interactive Intelligence CIC solution are roughly half the price of previous solutions



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Damovo has regional offices across Europe and a global capability spanning over 120 countries. Whatever the sector and wherever the geography, we give our 2,000 customers the tools they need to accomplish continuous business improvement.

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