



Bank Atlantic

BankAtlantic trusts in Presence Technology for its Contact Center

The productivity of the Contact Center increased 20% with Presence Suite



Challenge

Founded in 1952, BankAtlantic is one of the oldest and largest Florida based community banks, employing 1,750 people who work at 100 branches across South Florida and the Tampa Bay area. Its business strategy has not changed since its foundation. It's simple and straightforward: give customers great service, solid products and competitive rates on their deposits.

Their ongoing commitment to service, efficiency and convenience allows them to successfully compete as a community bank with larger

national banks. Because they stress personalized service, they wanted to improve their Contact Center to give the best service to their clients.

BankAtlantic chose Presence Technology solutions to optimize the performance of its platforms and to enhance the service it offers. Its productivity has improved 20% after using Presence Software.

Needs of BankAtlantic

BankAtlantic had a Call Center to manage the customer interactions. When a customer dialed in, he/she was prompted by the Interactive Voice Response (IVR) with several messages in order to select the department where the call had to be forwarded, and to enter the Customer ID. The call was then forwarded to the best suitable agent using the Avaya CM ACD.

BankAtlantic needed to implement a Computer Telephony Integration (CTI) solution in order to deliver the Customer ID to the agent that was already captured by the IVR and to send it to the Metavante CRM Web based application,

so that the agent could save time at the beginning of the call and also the customer would not be asked twice to provide the same information.

Following a detailed evaluation of each of the offers proposed by several of the market's principle providers, BankAtlantic decided to implement Presence Technology's solution along with the Avaya proposal put forth by NACR, the largest Avaya Business Partner Worldwide.

Presence Technology Proposal

Presence Technology proposed its Suite of products to address the needs of BankAtlantic. Presence Suite is a multi-channel, contact management software product that combines all types of interactions with the customer into a single queue. The goal is to maximize cost-effectiveness of all contacts with the customer, regardless of the channel chosen to communicate

with the company. The Presence Technology product suite provides comprehensive control over the communication channels, using powerful routing systems and post-analysis of each individual channel.

BankAtlantic chose Presence Voice Solutions to solve its problem. Once the bank customer has



introduced his/her Customer ID in the IVR, the call will be forwarded to a Vector Directory Number (VDN) in the Avaya Communication Manager, sending the Customer ID via Dual Tone Multi-Frequency (DTMF-Collected Digits). Presence Voice Inbound will collect the digits (Customer ID) introduced by the IVR, capture it and send to the Presence Agent toolbar. The toolbar will then send the Customer ID to the BankAtlantic web based CRM (Metavante) via a URL integration.

Presence Voice Inbound is able to manage both traditional voice channels and IP voice channels. It allows complete management of voice interactions between the Contact Center and the customer and the capability to handle both outgoing and incoming calls by the same agents (Call Blending).



Easy and Fast Implementation Process

BankAtlantic implemented Presence Voice Inbound in 90 positions of its platform for Customer Service. The implementation of Presence Inbound was made without any changes in the Metavante CRM. Because the Contact Center didn't have to stop to change the technology, all the agents were able to work without any disruption during the implementation.

Also, one of the advantages of working with Presence was the flexibility and the quick implementation of its solutions. The 90 agents had the solution installed and ready to work in just 3 days. The implementation was done

gradually without affecting the rest of the production. First they installed the new system in 10 call center workstations. After checking that everything was working correctly, the solution was installed on all the other call center stations. Thus, the implementation of the new solution did not affect the agents' work.

"The implementation of the Presence Technology solution was very easy, fast and smooth; the agents could work normally during the entire process", explains Joe Rhodes, VP - Manager of Infrastructure Solutions of BankAtlantic.



Results

Productivity increased 20% after using Presence Technology. Also, the AHT (Average Handle Time) decreased 30%, and the average handle time changed from 6min 20 seconds to 4min 30 seconds.

The system allows BankAtlantic to build up a consistent Key Performance Indicators (KPI) system to define and measure all relevant performance indicators in the organization. This consistent and detailed statistical information allows BankAtlantic to implement a methodology which continuously improves their business processes and therefore achieves a continuous

optimization of productivity in the Contact Center.

In regards to customer relations, results were better with Presence. Better understanding and the availability of qualified data about BankAtlantic's customers are used to interact with the customers in a more accurate, proactive and consistent way.



How Presence Suite has reduced AHT (Average handling time) for BankAtlantic

- Presence delivers a Pop-up on the screen with the Customer Account that previously had been obtained from the IVR (Interactive Voice Response). This facilitates the management of the call since the agent will then have all the client information at the same time that he/she is making contact with the client.
- Maximum ACW (After Call Work): If the agent doesn't change his/her status to available before

a predetermined time after the client session, the system forces a status change to "Available".

- Reporting: The agents must qualify the call before passing to "Available" after the client contact. Thanks to this, Bank Atlantic knows the details of the reason that the clients are calling and the amount of time necessary for each type of call. This way, they have been able to correct internal processes and prioritize calls according to the requirements of the reason for the call.



- The use of Presence Inbound for telephone management is done through the Presence (Presence Agent) tool bar. This allows the bank agent easy call management, since it is no longer necessary to control both the phone and the PC mouse at the same time.
- Presence Agent manages the control of breaks; the system can be configured so that when an agent asks for a break, the system authorizes it according to the reason for the break request,

the calls in queue, the number of agents who have already asked for a break and also the time since the break was requested. This way it's easier at peak call times to have the maximum number of agents available to take care of the calls.

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