

case study...

Advanced contact center solutions  
for Raiffeisen Bank in Serbia



### Challenges:

Algotech delivered an IP contact center with several telecommunication solutions for Raiffeisen Banka a.d., one of the leading banks in Serbia. Since Raiffeisen Bank experienced significant development during past few years, Algotech's role was to provide constant improvement and development of contact center performances. Today, contact center agents handle around 80 000 calls monthly, serving more than half a million clients through 67 branches. Raiffeisen Bank is currently the only bank in Serbia offering telephone banking service.

### Solutions:

- Distributed IP Telephony System for more than 60 different locations
- IP contact center, 40 agents, ACD distributed calls, EAS, CTI
- Nice System for recording
- Altitude Software for outbound calls
- Audix messaging system for inbound messaging, automatic operator and automatic fax sending and receiving system



### Value created:

- Contact center agents are able to provide superior support for the bank's clients and prospects 24 hours a day, seven days a week, through several media channels including telephone, fax, e-mail and SMS
- Integration of IP telephony provided quick ROI ( Return on Investment) of cca 2.5 years
- Average Call Handling Time significantly decreased by installing EAS (Expert agent selection) a system enabling the most qualified agent to collect call or inquiry
- CTI (Computer Telephony Integration) enables several locations using one centralized set of applications
- Secure and confidential financial transactions such as telephone banking services and telephone broker service, backed up by NICE recording solutions
- Debt collection and promotional campaigns using Altitude Software Solutions



“Cooperation between Raiffeisen Bank and Algotech started in 2001 when Lucent/AVAYA platform was installed in the bank's headquarters. The installed “Definity” system proved to be very reliable, and able to support business processes in Raiffeisen Bank. “Definity” system was upgraded with VoIP technical solutions handling voice and data communications simultaneously. We are also very satisfied with professional attitude of Algotech's employees, and we are convinced that partnership with Algotech will become even stronger in the future,” commented Gordana Sinobad, Head of IT Department in Raiffeisen Bank, Serbia.

### **Increased Productivity and Cost Saving:**

Implementation of the IP telephony was organised through several phases. First phase included implementation of a distributed system controlled and administrated from one central location. All bank's branches are connected within one unified telephone system, enabling all telephone calls within Serbia to be charged as local calls.

Second phase included implementation of a basic call center, later upgraded with EAS (Expert Agent Selection). Further improvement was delivered through integration of CTI (Computer Telephony Integration), NICE recording software and Altitude software for outbound call management.

“Implementation of our contact center significantly increased the productivity of the bank's employees and also improved business results by cutting operational costs. We are very satisfied with all business indicators including fast return on investment in IP telephony (2,5 years), lower operational costs (including telephone bills), and improved contact center performances. In the past few months, our employees from several departments increased productivity by using different possibilities of contact center management, such as debt collections, promotion of new services, products and sales options,” explained Gordana Sinobad.

### **Improved CRM:**

During 2006, the total number of Raiffeisen Bank clients increased by 36%, and reached almost 500,000. Raiffeisen Bank's strategic goal is to provide excellent client service for corporate clients as well as for private customers.

“Since the bank has more than doubled the number of customers within the past two years, it was clear we needed to provide totally secure, scalable and reliable telecommunication solutions. Excellent business results show that Raiffeisen Bank follows market trends and constantly works on development of Customer Relationship Management”, commented Aleksandar Bakoc, Managing Director of Algotech Serbia.

### **Pioneers in phone banking:**

Raiffeisen Bank was the first bank offering telephone banking service in Serbia. The service is linked to the telephone network, which enables inquiry of financial information and financial transactions via the bank's system. Major functions include transfers between various accounts, fee-based services of collection and payment, inquiries of financial information and inquiries of personal account information. Clients are also able to receive information concerning transactions on their bank accounts through SMS services.



### **About Raiffeisen Bank:**

Raiffeisen International operates the largest banking network in CEE. 18 markets of Europe's growth region are covered by subsidiary banks, finance leasing companies, two representative offices and a number of other financial service providers. About 12.7 million customers are attended to through more than 2,950 business outlets. Raiffeisen International is a fully consolidated subsidiary of Raiffeisen Zentralbank Österreich AG (RZB), which owns 70 percent of the common stock. The remaining 30 percent is free float; the shares are traded on the Vienna Stock Exchange. RZB is a leading corporate and investment bank in Austria and the central institution of the Austrian Raiffeisen Banking Group, the country's largest banking group. **Raiffeisen Banka a.d., one of the leading banks in Serbia, serving around half a million clients through 67 branches.**

### About Algotech:

Algotech is the very first regional provider of contact center solutions in Central and Eastern Europe, present in seven countries of the CEE region: Serbia, Montenegro, Hungary, the Czech Republic, Slovakia, Poland and Romania. The company offers IP telephony systems, call and contact centers and Customer Relationship Management solutions, which enable businesses to handle customer interactions in an effective and profitable way. Algotech Serbia has been operating since 1992, and having implemented more than 90 % of the countries' contact centers, is the clear market leader. In 2006, Algotech Serbia was recognised as the Best Avaya Partner in the Adriatic region. Some of Algotech's clients in the CEE region are: Telekom Srbija, Airport Serbia, American Express, Citibank, DHL, General Electric, ING, Raiffeisen Bank, Delta Generali Insurance and Vodafone.

More information is available at [www.algotech.eu](http://www.algotech.eu)



All statements in this Case Study were made by Gordana Sinobad, Head of IT Department in Raiffeisen Bank, Serbia and by Aleksandar Bakoè, Managing Director of Algotech Serbia.