



Financial institution banks on better communication with call center



Customer Profile:

Call centers have become a key point of customer interaction for most large financial institutions, often serving as the first point of customer contact and representing the human side of the business.

Problem:

This large financial institution recognized the value of the call center and wanted to enhance communication with call center personnel without compromising security and privacy.

Solution:

Since the deployment of Intelligent Notification, the financial institution can now easily reach call center personnel and get verification of message delivery.

Benefit:

Lines of communication are open, privacy and security are protected and call center personnel are no longer working in an informational vacuum.

Intelligent, two-way notification from MIR3 enables one of the United States' largest financial organizations to improve communication within a secure call center.

Balancing open communication with rock solid security

Call centers have become a key point of customer interaction for most large financial institutions, often serving as the first point of customer contact and representing the human side of the business. As financial institutions face increasing competition, call center personnel have become increasingly pivotal in customer relations. While security must be paramount in finance it can raise hurdles for an institution when trying to reach individuals within a call center. One of the largest financial institutions in the nation found a solution that opens communication without compromising privacy.

The Problem: How to enhance communication and avoid disruption

One of the nation's largest financial institutions needed the ability to communicate messages to their call center personnel. Due to security measures, call center personnel are not permitted to carry cellular telephones and do not have direct dial devices from which they can be reached. Inbound calls were answered by a locating software system that attempted to track down specific employees, but there was no means of determining if the intended employee was on duty. Furthermore, there was no verification method to confirm the employee received an intended message.

The Solution: Intelligent Notification

Before the implementation of Intelligent Notification, communicating with call center personnel was cumbersome and unreliable. Once Intelligent Notification was put in place, it opened the conduit for communication between the call center personnel and the outside world without compromising security.

With Intelligent Notification, when an inbound call is received, it now queues into the locating software; Intelligent Notification then forwards the name to the IEX scheduling software to confirm whether or not the employee is on duty. A recorded message is automatically created and routed to the appropriate on-duty supervisor. If the intended supervisor does not answer, the call is escalated to the next manager in line and so on until a supervisor is located. Once a supervisor answers and accepts the notification, he or she is then able to relay the message to the intended recipient and can confirm the message has been delivered. For further verification, Intelligent Notification can automatically call the supervisor five minutes later to verify the message was indeed delivered.



“Banks are recognizing the true value of a call center and the fact that it can generate revenue, not just handle incoming calls.”

—Brad Adrian
researcher with Durham,
NC-based Mentis

Call center communications have improved by using Intelligent Notification for:

- **Improved service levels and use of resources** – Important messages are no longer delayed until after the call center has closed, allowing call center personnel and the financial institution to communicate whenever necessary.
- **Speedier communication response** – Automated escalation, integrated incident management, topic subscription, recipient confirmation all ensure that messages go where they are supposed to go.
- **Verification of message delivery** – Call center personnel can now focus on their jobs, knowing that they can receive notifications on a variety of communication devices and that the receipt of all messages is verified.

The bottom line

Intelligent Notification is a Web-enabled, secure, role-based notification platform which is now integrated into the large organization’s communication infrastructure, enhancing communication within the financial institution’s critical and secure call center.

For more customer success stories, visit us at: www.MIR3.com

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