

Case Study: Corporate (Financial Services)

Leading Financial Institution Bank Leumi (UK) plc provides excellent, cost-effective customer service helped by speech recognition from Telephonetics VIP



It is a simple fact that to remain competitive in a tough market banks must deliver excellent customer service cost effectively. Customers are familiar with using sophisticated computer and phone systems, both at work and at home, so they have come to expect the same level of innovation from their bank.

The way in which banks make information available over the phone, and help their customers to get in touch has become all important. Customers have grown tired of being put into queues to speak to an operator or agent when they ring up. This is where speech recognition and voice automation solutions can add genuine value, by giving excellent service to customers at a reasonable cost to the bank.



Telephonetics VIP's extensive and specialist experience in speech applications enables them to successfully deal with the variety and complexity of calls the Bank receives

Bank Leumi has taken important steps to delivering excellent customer service by improving their external call handling using ContactPortal® - a speech recognition driven telephony solution from the UK's leading voice automation specialist Telephonetics VIP.

ContactPortal helps Bank Leumi's customers to get in touch with the bank staff or departments they need to, easily and rapidly. The added bonus is that these cutting-edge tools haven't just offered value to Bank Leumi's customers. Employees within the bank can also get in contact with colleagues and key contacts more easily, both in their normal place of work and whilst they are mobile in different branches, enabling them with efficient communications.

About Bank Leumi UK

Bank Leumi UK was founded over 100 years ago and has established a reputation as one of the leading foreign-owned banks in London, offering a full range of banking facilities to both commercial customers and private clients.

Bank Leumi's service is based on traditional values and truly personal service, assisted by the latest technology. Their approach has always been one of putting the customer first.

The Issues

Bank Leumi found it extremely difficult to recruit, motivate and retain high quality telephone operators. The Bank needed operators to answer calls promptly and provide a high class service to customers, this job was made much more demanding when they were put under high pressure at busy times of the day.

In contrast, giving operators additional tasks for the quieter times meant that they were distracted from their prime role of answering the phone.

Additionally, first impressions count - for example at peak times customers would call the Bank, and because of the volume of calls, be left waiting for their call to be answered. This often resulted in frustration and did not reflect the Bank's traditional brand values of putting the customer first.

Bank Leumi considered a number of other speech recognition suppliers.

Nigel Brigden, Operations Manager, Bank Leumi explains that "Telephonetics VIP's extensive and specialist experience in speech applications enables them to successfully deal with the variety and complexity of calls the Bank receives.

In addition - the Bank felt that the ContactPortal solution has the most professional and easiest to use directory updating facilities."



Telephonetics VIP is a leading provider of hosted and customer premises speech recognition and voice automation solutions. From voice diallers that automate the operator function and deliver hands-free mobility, to MovieLINE[®], our cinema information and booking system, we have consistently demonstrated our ability to deploy market tailored speech solutions into very demanding

environments, delivering real business benefits to our customers. Our solutions for self-service, call steering, mobility, outbound messaging and business continuity deliver all the potential that speech has to offer.

Telephonetics VIP has built a large customer base, including 80% of the major UK multiplex cinemas, over 50% of the NHS acute health trusts, more

than 50 local councils and emergency service operations, along with significant financial and legal company representation. Telephonetics VIP – making sound business sense for over 15 years.

**For further information,
contact us today on
+44(0)1442 242 242
and say "sales"**

► The Solution

The Telephonetics VIP ContactPortal is a virtual operator that answers, screens, and transfers calls 24 hours a day, 7 days a week; providing a polite professional service to callers.

Since the ContactPortal handles most calls, during business hours operators can now spend more time helping the minority of callers who need personal assistance. Bank Leumi felt that the ContactPortal was an ideal solution to the problem of continually recruiting new human operators as it is almost indistinguishable from a human being and therefore maintains the Bank's personal approach.

Nigel explains, "Our customers can now ring one number and be connected to either of our UK branches in London or Manchester. Telephonetics VIP's specialist knowledge with speech technology ensures that the system is so easy to use that all calls are answered professionally and directed to their desired location quickly and efficiently, even if the calls come from one of 46 international offices such as New York, Zurich or Israel and there is no need to train callers on how to use the system."

Bank Leumi's customers and staff simply need to say the name of the person, company or department they wish to speak to - there is no need to press keys or remember extension numbers.



“...we saw not only an improvement in service but also a saving in operational overheads - the system paid for itself in approximately 12 months”



together we go further

Benefits and Return on Investment

Bank Leumi has found that speech recognition technology is an ideal way for a bank to approach call handling in a competitive commercial environment, and yet retain the personal approach, which research shows customers prefer*.

Speech recognition technology is also a much more cost effective solution than the alternative solution of outsourcing calls to third parties, which can result in frustration for the caller.

Since the introduction of the ContactPortal, Bank Leumi has received many compliments from customers about the friendliness of the ContactPortal, service levels and the improvement in call handling.

Nigel continues "With the installation of ContactPortal we saw not only an improvement in service but also a saving in operational overheads - the system paid for itself in approximately 12 months. There is also now no need to recruit, train and motivate operators, which is a saving in itself. Telephonetics VIP provided us with a smooth and timely implementation, and the project technician was extremely helpful."

