

Client case

Amsterdam Trade Bank





Amsterdam trade Bank

About ATB

Amsterdam Trade Bank NV is an ambitious and rapidly-growing organization. The bank is a wholly-owned subsidiary of the Alfa-Bank and provides both standard and tailor-made financial products. Through the extensive network of the parent company Alfa-Bank (the largest private commercial bank in the Russian Federation) Amsterdam Trade Bank has considerable knowledge of Russian companies. In the Netherlands Amsterdam Trade Bank is known for its high-interest savings products.

Since its establishment in 1994 the organization has experienced substantial growth and as a result has experienced an exponential increase in the number of incoming calls. Recognizing that their existing telephony infrastructure was no longer adequate to handle the ever-increasing volume and complexity of their incoming calls, the bank began researching replacement options. Amsterdam Trade Bank's ambitious working style required maximum flexibility from a new contact solution. They required the ability to easily expand or reduce the number of agents as their requirements dictated and they also demanded better monitoring and reporting to ensure call quality.

Mtel's hosted solution, Online Contact center (based on CosmoCom technology) enabled the company to deploy state-of-the-art contact centre technology per seat per month, providing the flexibility Amsterdam Trade Bank sought.

Results

"The combination of many advanced features in a user-friendly service, persuaded us to choose Online Contact center from Mtel. The extensive historical and real-time reports offer us enormous insights to make positive change in operations. Within the bank Online Contact center has enabled us to better manage and optimize our client communications with greater insight," says the head of the Savings department. Thanks to Online Contact center's unified telephony solution, the bank's customer service team can better analyze client calling patterns, and reduce customer inconvenience during busy periods. All incoming callers are greeted with an interactive menu (IVR) that intelligently routes the call to the agent with the appropriate skills based on caller input. This method ensures us the most efficient call handling and the highest degree of customer satisfaction.

About Mtel, Amsterdam Trade Bank says:

"Mtel distinguishes itself as a solid and professional partner that meets clients' needs and expectations with the highest quality solutions. Mtel's post-sales support and service are exceptional."

Online Contactcenter's benefits for Amsterdam Trade Bank are:

- Better insight into caller behavior
- Extensive reporting features
- Ability of restricting redundancy to a minimum
- User-friendliness
- Flexibility



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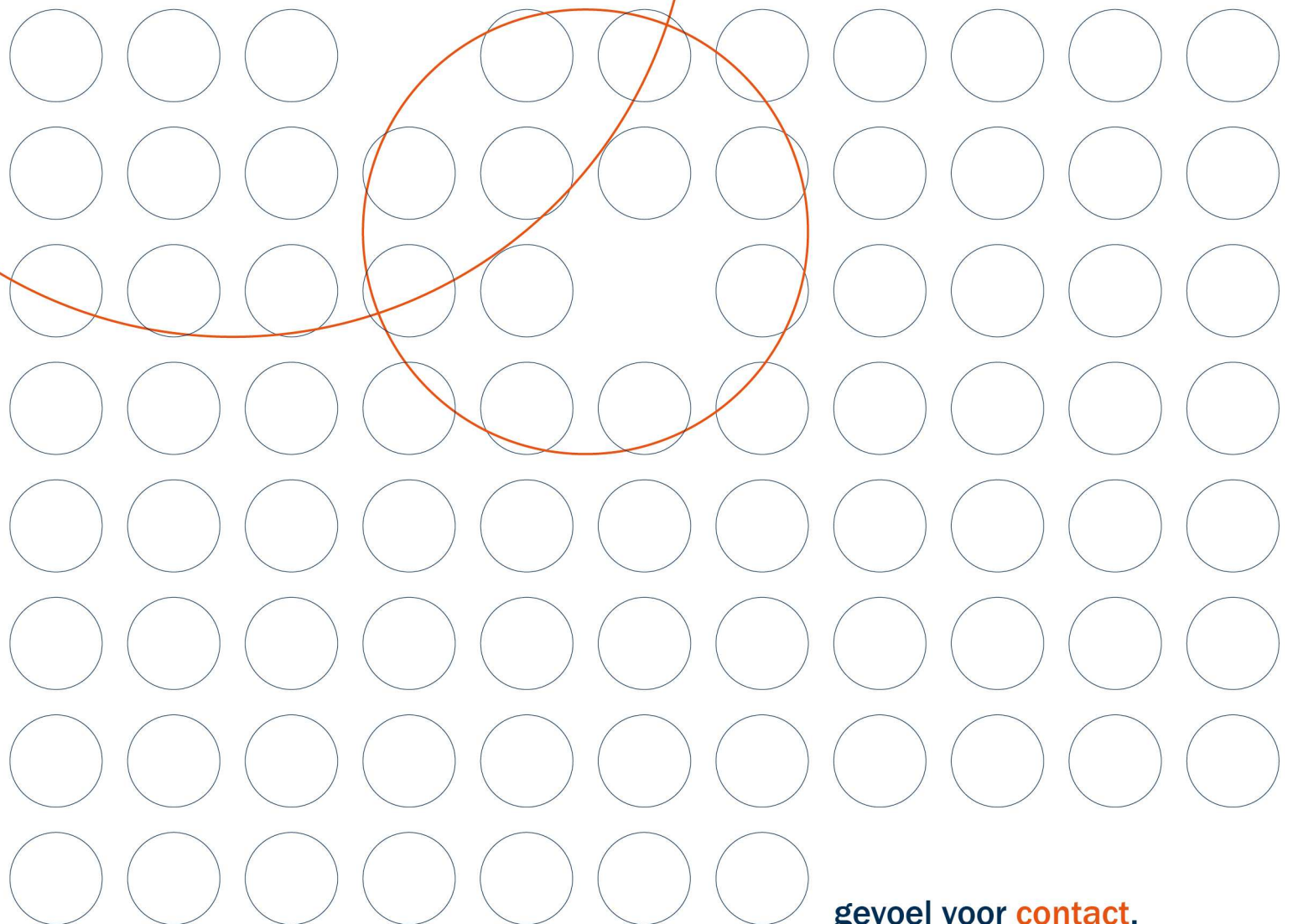
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