

Case Study

CEC Bank, getting big results out of a small contact center with ZOOM!



The Customer:

Name	CEC Bank
Industry	Banking
Best known for	The oldest state bank in Romania
Location	Bucharest
Contact center type	Mostly inbound
Contact center platform	Cisco UCCX
Number of users	5 agents
Technology Partner	Cronus eBusiness

Description

CEC Bank set up their contact center to handle telephone banking transactions. Call Recording was selected as the recording system to ensure all calls and screens were recorded for compliance and liability management purposes. Quality management (QM) is seen as essential in order to maximize agent professionalism. The ZOOM Quality Management platform was selected to base their QM processes on.

Customer Quote

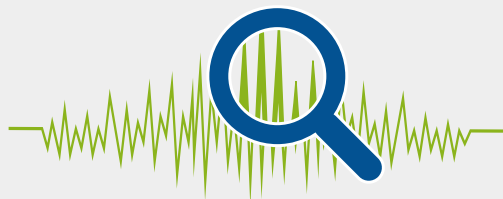
The two applications enable me to make proper evaluations and develop agents' professional skills. The agents realize they need to improve [in] many more areas by listening to their own calls. They can hear what I hear.

Roxana Grumazescu
Telephone Banking Coordinator

The Challenge:

Target

To improve agent performance by monitoring and evaluating as many calls as possible.



The Results:

Primary Results

Quality Management makes it very easy to evaluate calls and deliver the evaluation feedback to agents. The possibility for the agents to evaluate themselves shows managers how agents relate to their own work. This highlights the difference in perceived priorities between agents and their supervisors and enables supervisors to ensure that agents are fully aligned with corporate priorities.

Secondary Benefits

Call Recording and Screen Capture are the most effective tools available for tracing errors in the bank's CRM system.

ZOOM Solution:

Analysis

The contact center required a call recording and quality management platform to ensure that sufficient insights were gained into agent behavior to improve their performance.

screens, Live Monitoring to enable the monitoring of agent calls in real time, and Quality Management for the evaluation, feedback, and reporting processes that are part of the end-to-end QM process.

Live Monitoring can be used to give the agent immediate feedback to remedy agent behavior on the spot.

Recommendation

We recommended the installation of Call Recording to record all calls, Screen Capture to record all agent

Deployed solution

Call Recording, Live Monitoring, Screen Capture, and Quality Management



ZOOM ScoreCARD

ZOOM ScoreCARD:

A comprehensive quality management solution designed to assess agent performance and improve the efficiency of coaching. Enhanced with Universal Player and Speech Analytics that allow the assessment process to be simplified while also offering a larger picture of overall performance.

More about ZOOM ScoreCARD: www.zoomint.com/contact-center-quality-management