

ABN AMRO

Opportunity

ABN AMRO, a leading financial services company headquartered in the Netherlands, wanted to improve the speed at which customer queries were answered in its Advice Service Centre. The centre, which is open to the public 24/7, employs a staff of 1,400 and handles over four million phone calls per year, as well as email, social, and web-based queries.

The company set an ambitious target to provide contact with an agent within 40 seconds of an enquiry 90 percent of the time. To achieve this, it needed to optimise staff schedules and maximise agent availability at peak hours during the week.

As a wider objective, ABN AMRO wanted to empower employees to take responsibility for being available for the customer. This meant having employees serve customers with more autonomy when assisting with enquiries on services and products, as well as enabling them to adjust the content of their conversation accordingly. For example, it wanted an agent to be able to finish a conversation faster if there were several people waiting in a call queue. On the other hand, at quiet times, it wanted an agent to be able to provide a more personal touch during a discussion about a prospective householder's new mortgage. This required a resilient solution to forecast, plan, and monitor end-user availability in real time.

Employee wellbeing and satisfaction were also a top priority. ABN AMRO wanted to introduce a new scheduling method that would give staff more influence on their individual work schedules. The company actively involved employees in the selection of a technology partner who could provide holistic training and support from the outset.

Solution

To meet its objectives, ABN AMRO needed to address its existing IT infrastructure and systems used to support employees and their performance. It needed a solution that would enable it to plan agent schedules in real time within its 24-hour Advice Service Centre, while providing actionable insights that would help it improve employee productivity and performance and, in turn, customer satisfaction and sales.

Following in-depth consultation with customer and employee engagement experts at Verint® Systems, ABN AMRO chose to implement Verint Workforce Management™, favouring the software's intuitive user interface and the ability it provides to seamlessly optimise schedules. Verint Workforce Management provides the company with highly comprehensive forecasting at the touch of a button, enabling optimal scheduling that effectively balances call volume and workload with agent availability, skills, preferences, and other parameters. It also enables Advice Service Centre management to easily plan meetings or training without impacting service levels.

VERINT®

Customer Success Story



Solutions

Verint® Workforce Management™



Industry

Financial Services



Region

The Netherlands

Results

- Reduced costs from overstaffing and overtime by more effectively balancing workload and staffing.
- Improved overall employee satisfaction related to the scheduling method by 15 percent and grew satisfaction related to work-life balance from 60 to 80 percent.
- Empowers employees to better engage with customers and deliver higher-quality service.

“ We’re very satisfied with the results we’ve seen so far with Verint Workforce Management. Now we can easily balance workloads, helping to reduce costs from overstaffing and overtime.”

– Project Manager, ABN AMRO

Benefits

The most immediate benefit to ABN AMRO was its ability to strike the optimal balance between workload and staffing. This had a very positive effect on employee satisfaction and productivity, while also increasing customer engagement and overall return on investment.

“We’re very satisfied with the results we’ve seen so far with Verint Workforce Management,” comments the project manager at ABN AMRO. “Now we can easily balance workloads, helping to reduce costs from overstaffing and overtime. On top of this, overall employee satisfaction with the scheduling method has increased by 15 percent and satisfaction related to work-life balance has improved from 60 to 80 percent.”

The project manager notes that Verint Workforce Management has been used to help empower employees and give them more freedom when it comes to dealing with customers. “We want employees to feel a sense of heightened responsibility for being available for customers. This includes having the flexibility to postpone planned elearning or online training when call volume is high, or simply taking a few seconds more on the phone to find out about additional customer needs.”

From an employee wellbeing and satisfaction perspective, ABN AMRO engaged Advice Service Centre employees in every step of the Verint Workforce Management journey, so staff understood the nature of the implementation and how they could benefit. Moreover, this approach was critical in capturing employees’ perspectives on how the tool and processes could be tailored to fit their individual needs.

“We introduced separate implementation teams for each department, from assets to retail to corporate, to ensure everyone had a voice and the IT teams could roll out Verint Workforce Management tailored to the specifications of our users and business,” the project manager concludes. “Verint supported us throughout this effort, providing a dedicated team of technicians to provide on-site training, support, and the right solution and approach to best fit our needs.”

The Customer Engagement Company™

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