

Tatra banka

Opportunity

Planning operators' shifts was an extremely complicated and time-consuming activity for Tatra banka DIALOG Live contact centre managers. While planning would have been relatively simple if the centre worked on an eight- or twelve-hour basis, the DIALOG Live contact centre works 24 hours a day and has a variable operations shift pattern.

In addition to complications from variable shift lengths (from four to 10 hours), planning is made more challenging by different employee specialisation, strict labour code, and the occasional assistance of temporary workers, who enter into the planning mix from time to time. Moreover, Tatra banka, which is recognised as one of the most innovative bank houses in Central and Eastern Europe, is one of the few banks in the world that does not use an interactive voice response (IVR) system in its contact centre.

The bank's customers connect directly to live operators, which helps enhance their customer satisfaction. However, this approach also puts greater demands on optimal scheduling of agents' work shifts. This means that the bank needs to have a sufficient number of workers with suitable specialisation available in order to handle customers' requests promptly and effectively.

The need to further optimise its workforce increased when Tatra banka restructured its contact centre and, through DIALOG Live, intensified its focus on product sales. With call length being much greater with sales calls than service calls, there was a risk that wait times of customers contacting the centre would be prolonged.

Solution

The Tatra banka management considered several different solutions, including building its own tailored staffing solution. Finally, the decision was made to implement Verint® Workforce Management™. Working with Verint partner Soitron, a leading system integrator in the field of IT infrastructure, unified communications, customer interaction, content management, and security, Tatra banka integrated the software within its contact centre, leveraging Soitron's knowledge of its business to ensure detailed system set-up according to its specific needs.

"The initial implementation took about two months," explains Martin Hummel, the Soitron product manager assigned to Tatra banka. "It was followed by a trial period of the same length after which Verint Workforce Management was further fine tuned."

Verint Workforce Management provides historical data about the contact centre's call volume and trends, which the team responsible for staff planning uses to forecast and schedule agents' shifts and ensure the necessary manpower to meet capacity for each part of the day. Additional configuration and refinement of the software performed by Soitron specialists to Tatra banka's specifications enabled numerous predefined settings and rules, helping to further automate and simplify agent shift planning.



Customer

Tatra banka, a.s.



Industry

Financial Services



Solutions

Verint® Workforce Management™



Region

Slovakia



Results

- Improved the accuracy of the distribution of agents' shifts to help ensure that the contact centre had an optimal number of workers at each moment.
- Elevated the availability and quality of services provided by the call centre.
- Reduced the time managers spent planning shifts, enabling them to refocus on other priorities within the business.

Tatra Banka

“Staff planning in Verint Workforce Management is based on 15-minute intervals, which enables fluent operation of the contact centre at each moment.”

– Martin Hummel, Product Manager, Soitron

Results

Reducing management time spent on staff planning was of significant value to Tatra banka, enabling managers to reallocate time to other priorities within the business. However, this was not the main benefit from using Verint Workforce Management. The main benefit clearly was the rise in the quality of and accessibility to the bank's contact centre services at optimal cost. “Always being available for our current and potential clients and providing them with quality service or products that they are interested in really matters to us,” says Ľuboš Kováč, director of Tatra banka's DIALOG Live contact centre.

With approximately 100 agents offering services to Tatra banka's customers through DIALOG Live every day, even a 10 percent deviation from the optimum staffing level can have a large impact on overall customer satisfaction – in either quality of services provided or in costs. Today, thanks to Verint Workforce Management, the bank is able to forecast and schedule more accurately, as well as proactively identify and quickly address staffing issues, helping to ensure an optimised workforce, efficient contact centre operations, and, most important, highly-satisfied customers.

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