SUCCESS STORY: CREDIT BANK OF MOSCOW

Happier Customers and Higher Agent Productivity

Russian bank sees 900% leap in inbound and outbound contact center efficiency

Bank Gains More Efficiency Than Expected

Credit Bank of Moscow (CBM) is among the top 15 Russian banks by asset size. It offers a wide range of corporate and private banking services. Seeking a way to boost contact center efficiency and improve customer service, the bank’s primary objective was to ensure operational stability.

“We have evaluated leading products in the contact center industry to find one that would fit our objectives,” says Vitaly Polyakov, Head of Retail Business Technologies at CBM. “We’ve chosen the Genesys Customer Experience Platform for simplicity of implementation, way of thinking and working, and good integration with our Siebel CRM system.”

Tools that would drive efficiency, increase sales, and improve the debt collection process were also required.

“Staggering Increase in Agent Productivity

Once the solution was deployed many manual and routine tasks were automated, which immediately offered agents more time for call handling.

“Our call handling efficiency skyrocketed by 900%. We’re now processing more than 180,000 incoming interactions monthly, while our agent headcount grew by only 25%,” says Natalya Denisova, CBM Contact Center Director.

The Genesys platform proved its flexibility,” adds Vitaly Polyakov. “The project was successfully completed without any delays and the deadlines remained unchanged.”

Customer: Credit Bank of Moscow
Industry: Financial Services
Location: Russia
Agents: 150

Challenges:
• Create a modern and highly accessible contact center
• Improve agent efficiency and enhance quality of inbound voice channel customer support
• Introduce outbound campaign management tools for telemarketing and debt recovery

Solutions:
• Genesys Customer Experience Platform
• Outbound Engagement
• Self-Service IVR
RESULTS

30% debt recovery  

based on sales efficiency

900% increase in call volume  
generated from inbound and outbound

8% decrease in dropped calls

Moreover, an efficient and highly customizable management and reporting system was introduced. Contact center supervisors can now customize their own settings without the necessity to call IT specialists. They can easily adjust parameters like number of calls made and dropped, call durations, and amount of post-call activities.

Acceleration of Outbound Campaigns

The Genesys platform helped the bank automate almost all its outbound campaign activities. Agents no longer need to dial telephone numbers. Instead, the system connects a contact center agent only to those who are set to ‘ready to answer calls’.

“The system filters out any busy and unavailable phone numbers as well as voicemail units, which we estimate are over 30% of all calls,” says Vitaly Polyakov. “Today, we make 80,000 outgoing calls per month on average, a 900% increase compared to previous levels.”

The bank can now process data on a different scale, further increasing sales efficiency by as much as 30%.

Fine-Tuning the Service by Finding New Features

The bank has been fine-tuning the system ever since deployment, with special emphasis on the enhancement of the debt recovery process. Further plans include automated marketing surveys, as well as implementation of speech analytics, quality control, and workforce management tools, and migrating some of the bank’s service channels, such as text and chat, to the Genesys Customer Experience Platform.

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ABOUT GENESYS

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