

Case Study

Alternative Delivery Systems – Telephone Banking

The Challenge

A Community Bank CEO realized that his bank was at a competitive disadvantage due to its lack of a telephone banking program.

When it became apparent that the current staff did not have the expertise to implement a solution in-house, the CEO decided to turn to a veteran Align FSC consultant with a long track record in Alternative Delivery Channels to make his vision of a robust and service-oriented telephone banking program a reality.

The Action

The Align FSC professional reached an agreement with the bank CEO not to let the vendor community know that he was working with this bank for at least 60 days.

This enabled the consultant to thoroughly assess all aspects of the bank's programs to best determine the criteria needed to develop and integrate a successful telephone banking program into the overall operations.

During that timeframe, the consultant interviewed all stakeholders within the bank, from top management down to the operating departments, to determine both the needs of the bank as well as to understand the bank's capabilities and the existing technological infrastructure.

Only after the Executive Committee of the bank had signed off on a proposed solution did the consultant begin working on a Request For Proposal.

The consultant then led the Project Steering Committee through a multi-variable decision making process that allowed various factors to be scored and ranked in an objective manner in order to select the best possible solution.

The bank chose to install a comprehensive Customer Relationship Management (CRM) solution that involved components from several "best of breed" technology suppliers.

The bank's new Telephone Banking service offering included the following components:

- Auto Attendant Switchboard (PBX)
- Interactive Voice Response (IVR) system
- Easily expandable multi-seat Call Center encompassing Computer-Telephony Interface (CTI) software that allowed the Call Center agents to identify the callers by name before answering the call
- Customer Contact Management system that tracked all customer interactions with the bank.

The Result

For less than \$250,000, this Community Bank was quickly able to enhance its competitive position with even the largest banks in its market with its new Telephone Banking and CRM solution.

The bank CEO was extremely pleased both with the solution and with the leadership provided to his team.