

SWORD

UPGRADE YOUR BUSINESS

SwordCiboodle



Standard Bank South Africa

Standardise and revitalise customer service

The Customer

Standard Bank (SBSA) is South Africa's largest banking establishment in terms of earnings and assets. Its 53,000 employees serve 17 sub-Saharan African nations and 15 other countries worldwide. SBSA ranked No. 177 on the Forbes Global 2000 companies for 2010 and has been in operation for more than 150 years, with currently more than 1,150 branches on the African continent, supporting more than 40 million customer interactions annually.

The Challenge

SBSA found its customer-facing operations to be fragmented and inconsistent, with each of 23 contact centres operating with different technologies and processes. The CRM systems in use were themselves inefficient, with agents needing to work in as many as 18 disparate applications to meet customers' needs. Contact information was often mishandled by existing software, further weakening SBSA's ability to serve, and the bank was losing ground to its competitors.

Realising that changes to existing systems would be a short-term fix, Standard Bank commissioned Sword Ciboodle implementation partner Dimension Data to deliver Project Sapphire, a complete overhaul of Standard Bank's CRM capabilities across three primary lines of business: personal and business banking, risk and wealth management, and corporate and investment banking. The program had a number of key goals:

- Provide a consistent and complete view of customers across all channels and media, including historical data
- Deliver a strategic call centre desktop to enable advisors to focus on customers, improve their success rate on process fulfillment, reduce the amount of after-call work, training time and duplicate keying they had to perform
- Provide the right experience to the right customers, based on understanding customer value propositions (CVPs) using a solution that supported flexible workflows and business processes

The Solution

Ciboodle One now presents an intelligent view of customer data and acts as a single unified launch pad for processes that support all sales and service requests, complaints, collections and fraud inquiries raised via IVR, phone, email, fax, SMS and whitemail for Personal and Business Banking. Embedded agent scripts support advisors with customer dialogue and regulatory compliance.

Ciboodle Flow now provides support for straight through processing of well-defined work allowing scanned documents, notes, images, phone and email transcripts to be seamlessly linked to all customer requests. Desktop dashboards provide real time visibility of case progress and automated escalations and alerts allow advisors to proactively manage customer expectations.

The **Ciboodle Platform** is now a key integration layer allowing the bank to connect to and leverage many in-place systems, ensuring all relevant data and transactions are exposed to customer serving staff in a meaningful way.

Standard Bank's 23 separate call centres were also done away with, and the bank now operates a virtual contact centre that includes homeworkers.

Benefits

Saved £1.3 million in expenses due to decrease in training time and agent attrition

30% improvement in first call resolution

Saved £16 million over the first 24 months of implementation

Winner Gartner CRM Excellence Award and voted 'Best Bank for Customer Service' in 2009 and 2010 by Ask Afrika

Solution Highlights

Users: 2000

Channels: inbound and outbound phone, email, fax and inbound SMS

Business Processes include: sales, account opening & customer onboarding, balance enquiries, statement requests, complaints, collections and fraud

Integration: SAP core banking, Genesys, Avaya, Nice, RightFax, MS Exchange, mainframe systems and others...

*“Sword Ciboodle has enabled us to stabilise our contact centre operations, provide a scalable platform for growth and **reduce our cost to serve.**”*

Marcel Hemmings, Business Sponsor Contact Centre Integration, SBSA

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