



3D Networks and Planet PSG help leading multi-national bank to improve phone-banking services and convenience for customers with one of the largest deployments of Nortel MPS 500 in India

3D Networks and Planet PSG are [HPlanet OneH](#) companies

BACKGROUND

The client is one of the world's largest multi-national banks and has a strong footprint in virtually every region of India.

3D Networks and Planet PSG have provided an advanced phone banking solution through the deployment of Nortel Periphonics MPS 500, one of the largest deployments of the solution in the sub-continent.

CUSTOMER REQUIREMENT

The main objective of the bank was to save on costs while not compromising on excellent customer service. It wanted to provide its customers with instant access to Account Information with no or minimum human intervention. This would help the bank to provide information and conduct transactions at a lesser cost.

Key requirements included:

- Reduced time to roll out new requirements and/or change request
- A stable system & application
- CTI tightly integrated with existing telephony switch & IVR

- Implementation of user-friendly features such as Hot Keys, Pause in Conference application,
- Dynamic allocation of IVR Ports
- Flexible & configurable Application
- ISO 8583 messaging compliance

SOLUTION OVERVIEW

[3D Networks](#), a leading Systems Integrator in the region and [Planet PSG](#) a specialist provider of Nortel Networks Peripherals solutions, implemented a solution with Nortel Networks Nortel Networks Media Processing Server 500 (MPS 500) to cater to the inbound calls of the bank's existing customers.

MPS 500 provides an advanced suite of capabilities including a full portfolio of Advanced Speech Solutions, Voice XML and Session Initiation Protocol (SIP).

Key Features of MPS 500 include:

- Improves contact center efficiency by automating routine requests and freeing agents for more complex enquiries.
- Delivers friendlier self-service and more personalized customer experience through robust, multi-language advanced speech capabilities.
- Extends a web application to callers by utilizing VoiceXML, JAVA and other Internet technologies.
- Supports a hybrid environment of traditional and VoIP telephony protocols that enables smooth transition to VoIP without costly hardware upgrades.

OVERCOMING CHALLENGES

In understanding and evaluating the customer's requirement in a holistic manner, 3D Networks and Planet PSG addressed the challenges in the following manner:

Challenge #1: Providing Customer Friendly Call flow on IVR.

Planet PSG helped the bank to provide a customer friendly call flow by setting up three versions of Trial Call flow in a short period. The Trial Call flow was evaluated by a group of customers, the bank's core team & internal users in different cities. Feedback & learning from the Trial Call flow helped the bank to incorporate customer experience in their existing Production Call flow.

Solution Features:

Simplified call navigation

Authentication of customers using Bank/ Credit Card Product

Cross Product Information, with single point of Authentication (Customer can switch from Bank to Credit Card)

Hot Keys to access Transactions

Pause Feature in Conference application to educate customer

Challenge # 2: Delivery of a stable production system in 4 Months

Design, development & testing of entire production of Call flow & CTI had to be achieved in record time period of four months and the 3D Networks/Planet PSG team was able to meet all the deadlines set by the customer with the help of Rapid Development Tools in provided in the Periphonics solution.

Challenge # 3: Trouble-free deployment of the production system in four cities

All sites were deployed in record time of one month. The Planet PSG team was able to customise the application as per the requirement of each of the four cities and roll out a trouble-free system within one month.

POST PRODUCTION SUPPORT

A User Acceptance Test (UAT) was conducted to remove any bugs. In addition to an UAT, the 3D Networks and Planet PSG team executed a thorough system check after it went live, to iron out any technical snags and remove any other lurking bugs. The bank's phone-banking system today enjoys 24x7 support from the specialist Planet PSG team.

ASSISTING MIGRATION PLANS

3D Networks and Planet PSG worked closely with the management and technical team of the bank to understand their current objective and future plans. The bank plans to provide more features through IVR such as Online Prepaid Balance enquiry, Recharge of Mobile cards, Fund Transfer, Bill Payment etc. In addition, CTI will be enhanced with new modules having integration with SMS, Voice Mail, Hosts & MIS.

BENEFITS TO CLIENT

In addition to automating call and transaction processing and giving its customers 24x7 access to account information, the MPS 500 solution has helped the bank to increase its call centre agent productivity by re-assigning its workforce to more complex tasks. In many cases, the customer does not need to speak with the customer service representative (CSR) at all.

The CTI solution today helps the bank agents to know who are calling, why they were calling and a complete transaction history. Armed with such background information, CSRs are now better informed to be able to handle more complex queries that get routed to them, but take far lesser transaction time. With the facility of "alerts" that 3D Networks and Planet PSG included in the CTI, agents and supervisors are immediately alerted about their talk-time threshold. For e.g. if the talk time is more than 2 minutes, a Green Alert appears, for more than 3 minutes, an Yellow Alert and for more than 5 minutes, a Red Alert.

With the MPS 500 solution, the bank today caters to over 300,000 calls per day in cities of Delhi, Mumbai, Bangalore and Chennai.

SUMMARY

3D Networks and Planet PSG have combined their strengths of systems and applications integration with an expert knowledge of Nortel solutions to maximize the bank's technology investment. Today, the bank not only has a robust phone banking system, but also one that can enjoy an add-on of a number of creative applications with the growing demands of an increased traffic volume.

www.3dnetworks.com

www.planet-psg.com

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