

# New technologies have increased sales at Slovenská sporiteľňa

In 2011 almost one-third more interactions with customers took place compared to 2010.



## Company

Slovenská sporiteľňa

## Line of business

the largest universal commercial bank in Slovakia

## Number of employees

3 967

## Number of issued payment cards

1,307 million

## Total assets

11,349 billion euros

## Requirements

- \* Simpler administration and reporting of the voice and e-mail communication channels
- \* Increase in the solution's reliability and availability

## Aim of the project

- \* Increase in sales efficiency
- \* Increase in the communication security of individual components
- \* Simplification of administration and operation

## Solution

- \* Avaya Proactive Contact
- \* Replacement of IBM Websphere with Apache Tomcat
- \* New versions of Avaya Interaction Center (AIC) and Avaya Operational Analyst (OA)

## Results

- \* More reliable operations of the applied technologies
- \* Easier management, higher level of security and new opportunities for improving customer services
- \* Intelligent system for initiating, managing and evaluating outgoing calls

Slovenská sporiteľňa pays great attention to the development of new products and services. It prefers developing the communication between customers and the bank through modern communication channels for a clear reason – to provide customers not just saved time and higher comfort, but also bank services of the same quality as those provided during a personal visit to the bank.

## Situation

The contact center of Slovenská sporiteľňa Sporotel provides service support for electronic banking, POS terminals, cash dispensers and holders of more than 1.3 million payment cards. To maintain a high quality of services, trouble-free operation 24 hours a day, 365 days a year is a must.

The basis of Sporotel's technology platform consists of Avaya Interaction Center products designed for large contact centers. In 2010, the Avaya Interaction Center version 7.0 used by Sporotel could no longer fulfill the modern bank's requirements for service improvement and meet its continuously increasing demands for security. The implementation of a new solution was necessary.

The main objectives and reasons for the update were:

- \* support of the company's goals to increase sales effectiveness

through the implementation of Avaya Proactive Contact

- \* increase in the communication security of certain components through encryption
- \* easier deployment and management of the detailed reporting of the voice and email communication channels
- \* simplification of Avaya Interaction Center operation and administration by replacing IBM Websphere with Apache Tomcat
- \* interconnection of the external systems and contact center through web services
- \* increase in the solution's availability and reliability



*"With Avaya Proactive Contact, Sporotel gained a tool for efficiently and proactively contacting customers about new products and services and also for discovering their opinions through market research."*

Gabriel Sepeši,  
head of the Sporotel contact center in Slovenská sporiteľňa



### New solution

In addition to many benefits, the new versions of Avaya Interaction Center (AIC) and Avaya Operational Analyst (OA) also brought two big challenges:

- \* the replacement of the hardware components used by the AIC and OA solutions because the facilities did not fulfill the requirements necessary for the new versions
- \* the replacement of some hardware and the update of all components to new software versions without causing any customer service restrictions or Sporotel contact center outages

Extremely high demands for reliability and zero tolerance for mistakes and failures are common practice in the banking industry, as the technology update for Sporotel confirmed. Solution implementation was just a small part of the detailed project plan for 9 months. More than 7 months were dedicated to preparatory work in testing and simulated environments.

To prevent any problems, all planned steps and configurations were at first developed and tested without the possibility of affecting real operations. In a virtual environment prepared as an exact copy of the production environment, Soitron's team of contact center and unified communications specialists worked for more than half a year. Each configuration detail, each step of implementation, and each interaction with other banking systems was at first carefully planned in cooperation with specialists from Slovenská sporiteľňa.

Subsequently, all configuration and installation work was prepared in advance. All this had only one goal – to ensure that the final switch of the new system into production would require a minimal number of steps with minimal risks in the shortest amount of time.

### Used technologies

- \* Avaya Communication Manager 5.1
- \* Avaya Media Gateway G650
- \* Avaya Enablement Services 4.1
- \* Avaya SIP enablement services
- \* Avaya Interaction Center 7.2 Multimedia Agents
- \* Avaya Proactive Contact 4.1 CTI
- \* Avaya Call Management System 16.1
- \* Avaya Interactive Response 1.3
- \* Call recording Nice
- \* Digital phones Avaya CallMaster, IP phones 1600 and 9600 series



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Martin Hummel,  
Product manager at Soitron, a.s.

Like all the previous steps, the „go live“ process (the launch to live operation) was tested and simulated in a non-production environment several times. Based on the results, the project team, including specialists from the Sporotel contact center and its key users, tested in further detail and, in cooperation with Soitron and Slovenská sporiteľňa's technical specialists tuned the finest details.

Thanks to this responsible approach to the complicated preparation and our know-how and experience from previous practice, the implementation of the new versions in reality went very smoothly. Even so, Avaya contact center specialists were on hand at Sporotel for several days after the application of the new versions. This was to minimize the risk of potential outage with immediate action but also mainly to monitor the errorless operation of the new solution. Just as in the first few days, the following weeks also did not bring any negative surprises.

### Achieved results

The latest versions of updated technologies function more reliably than their predecessors. Moreover, they provide Slovenská sporiteľňa with easier management, higher security levels, and most of all new ways to improve customer services in the Sporotel contact center.

The most important innovation arising from this update was the establishment of the Avaya Proactive Contact solution – an intelligent system for initiating, managing and evaluating outgoing calls. “With Avaya



*“Thanks to this project, we have grown and taken a big step forward. Many thanks go especially to our customer and its helpful and honest approach.”*

Branko Bobenič,  
Account manager at Soitron, a.s.

Proactive Contact, Sporotel gained a tool for efficiently and proactively contacting customers about new products and services and also for discovering their opinions through market research,” says Gabriel Sepeši, head of the Sporotel contact center in Slovenská sporiteľňa.

Personnel from the Late Collections department also started to take advantage of Avaya Proactive Contact to remind forgetful customers of their obligations. Sporotel's agents are now able to contribute more significantly to fulfilling the bank's goals by contacting clients proactively about products and services during service calls or email processing.

Thanks to new technologies, the contact center made its operations more effective, and in spite of a reduced number of employees, in 2011 almost one-third more interactions with customers took place compared to 2010.

### Slovenská sporiteľňa

Slovenská sporiteľňa is currently the largest commercial bank in Slovakia as well as the bank with the longest tradition in the country. In the Slovak financial market, it maintains its leading position in the areas of total assets, loans, customer deposits, and number of branches and cash dispensers. It provides almost 2.5 million customers with banking services. Since 2001, it has been part of the strong international financial group Erste Bank der oesterreichischen Sparkassen AG.

### Soitron

Our company has long been active in the European market as a systems integrator in the areas of IT Infrastructure, Unified Communications, Customer Interaction, Content Management and Security. For more than 20 years, we have been helping companies such as Tatra banka, Slovenská sporiteľňa, Orange, E-On, J&T, Hewlett Packard and more to grow their business. Our philosophy is to continue moving forward; that makes us the leader in implementing unique technologies and innovative solutions. This is reflected in awards like IT Company of the Year 2010, Cisco Enterprise Partner of the Year 2010 and inclusion among the Big Five in the Deloitte Technology Fast 50 (2011). Currently we have more than 500 international experts working for us, including professional teams in the Czech Republic and Romania.

For more information, please visit [www.soitron.sk](http://www.soitron.sk).