



Challenge

- Improve customer service by creating a state-of-the-art customer contact center environment for the regional bank

Solution

- Echopass Advanced Call Center On-Demand to replace the existing on-premise ACD hardware

Benefits

- Higher Customer Satisfaction – customer calls are answered faster and completed in less time
- Inbound calls are directed to agents with the best skills to handle the customer's needs
- Customer information appears on agent screen at call answer reducing the up-front questions to the customer
- Flexibility to fit the business needs, customers can choose live agent or self service
- Enabled the transition of a traditional call center into a contact center, which is the centralization of telephony, fax, email and web based customer interaction – this transition also included the movement into a sales environment
- Solution implemented very quickly
- Echopass services were live in less than 90 days
- Fast and easy integration with existing enterprise technology
- No wasted capital expense
- Flexible for growth – scalable service allows agents to be added or reduced based on business requirements
- Lower operating expense for the bank

Results

- First-call resolution peaked
- 40% reduction in customer call duration
- 80% of all inbound calls answered within first 20 seconds
- Customer wait time cut in half
- Abandoned calls decreased significantly

Technology Partners

- Genesys and Sprint

The Provident Bank Cuts Inbound Call Duration Times 40% Using Echopass Advanced Call Center Service

Background

For a banking institution founded nearly 170 years ago, The Provident Bank of New Jersey is already modern in its approach to customer service. Its corporate slogan, "Hassle-free banking for busy people[®]", summarizes its philosophy of removing obstacles and ensuring fast, accurate, and professional customer encounters.

The Provident Bank's commitment to service excellence has made it a leader among financial institutions in the central New Jersey market. Yet the company felt it could do even better, especially with regard to inbound customer calls. While much of its technology infrastructure was notably modern, its call center software system offered limited opportunities for improvement or flexibility. This was an issue that needed to be resolved, as the bank's call center agents handle over 350,000 customer interactions per month.



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Need for Professional Response

"The goal of most contact centers is to be as efficient as possible by reducing the number of key strokes needed to satisfy the call thus improving the overall call handling time. Basic security questions are required at the onset of the call but the agents must navigate through several screens to validate the information provided by the customer. We needed to handle calls more efficiently," states Marcia Blunt, vice president & touch point service manager of The Provident Bank.

"Overall it was just a very, very positive experience. I've been through many cut overs, and I can say that this was definitely the least complicated one."

—MARCIA BLUNT, Vice President
The Provident Bank

Another need was a more powerful routing capability so that calls were sent to the agent with the best skills to handle the customer's request. While The Provident Bank's Interactive Voice Response (IVR) technology was first-rate, its inflexible call center hardware didn't have the routing capability to direct callers to the best skilled agent or department. On occasion, customers were greeted by agents who didn't have the right expertise or experience, raising the likelihood that issues wouldn't be resolved on the first call.

"We try to focus on a positive customer experience by answering the majority of the requests on the first call," Blunt notes. "Our agents field 350,000 customer contacts every month—each of which should be a positive experience." With industry-leading excellence as its goal, The Provident Bank began looking for a better solution to drive its call center operations.

Becoming Flexible With Echopass

Blunt and her staff were interested in a significant upgrade in The Provident Bank's call center technology; however, they also wanted a cost-effective solution. Their requirements led them to Echopass, a top provider of hosted, on-demand contact center solutions.



On Demand

Always On

Guaranteed

End to End

“Using on-demand services makes sense for customers who need a call center because it maximizes flexibility while eliminating the upfront risk,” says Vincent Deschamps, Chief Executive Officer of Echopass Corporation. “With our service, the customer pays monthly for the services used based on the number of agents. This can be easily increased or decreased to fit business needs. We provide integrations to a wide range of other applications and technology partners, and manage the entire service end to end. This type of flexibility is impossible for customers to achieve with an on-premise hardware-based call center.”

“ Since we’ve deployed the Echopass Call Center Service, my agents are happier with the information and efficiency of the system, we have improved sales results and satisfied customers with the added attention and higher value they receive.”

—MARCIA BLUNT, Vice President
The Provident Bank

Blunt considers it a major plus that Echopass solutions are integrated with best of breed technologies, such as Genesys contact routing technology. “Genesys is well-known and well-respected in the industry,” she states. “This too convinced us that we have the reliability, flexibility and quality we needed.”

Once The Provident Bank made the decision to work with Echopass, the two companies carefully reviewed the bank’s call center data to assess call volumes and service requests. Based on the findings, Echopass customized the home

screen for The Provident Bank agents to instantly provide them with the customer data and account information needed to answer the most frequently asked questions.

“The screen pop Echopass developed is one of the key contributors to our improved, hassle-free call interaction,” notes Blunt. “Echopass built a completely customized desktop for agents that contains all pertinent customer information. Now as soon as a call comes in, agents have 95 percent of the customer’s data at their fingertips which improved the overall call handling and customer experience.”

Blunt also points to the sophisticated, skills-based call routing supplied. At the core level, callers are provided with language options for agents with specific language skills. At the next level, calls are routed to the agent with the level of expertise appropriate for the request—personal vs. business accounts, for example, or sales vs. service.

Easy Roll-Out

The Provident considered easy customization and integration to be high priorities in their new system. Echopass delivered on both counts, and as Blunt relates, implementation more than met her expectations.

“Overall it was just a very, very positive experience. I’ve been through many cut overs, and I can say that this was definitely the least complicated one. We were especially impressed with Echopass’s ability to write the code for our interface in a relatively short period of time. Blunt also says training time is much quicker for new hires with Echopass—a big issue in the contact center industry where turnover is often high.

First-Call Resolution Peaks And Drives Results

Shortly after the initial contract was signed, The Provident Bank’s new call center service from Echopass was in production. Almost immediately, the bank began seeing positive results.

“Echopass accesses The Provident Bank data and, once Echopass does the data dip, they instantly provide qualified agents with a screen pop; agents then have the data they need to communicate effectively with our customers. By putting that information on the screen, and routing to the most qualified agent, we are able to increase our first call resolution,” Blunt reports. Agents are now able to greet callers by name, she says; what’s more, because the data is right in front of the agent as opposed to toggling through multiple screens and systems, service personnel are able to address customer issues almost immediately.

The combination of improved call handling, new segmentation routing that ensures best-customer service capability with the best skilled agent, and screen pops has produced remarkable results for The Provident Bank. Eighty percent of the bank’s call volume is now answered within the first 20 seconds—high by any industry measure. Call duration has been reduced by 40%, and average customer wait time has been cut in half. Abandoned calls have been minimized; best of all, first-call resolution has peaked. In addition, because of the improved efficiencies of the call center personnel, Blunt was able to avoid adding 10 full time call center agents that would have been required without the switch from the ACD environment to Echopass.

“Our core financial accounts have increased, and there is a stronger link between the contact center and backend operations,” says Blunt. “Since we’ve deployed the Echopass Call Center Service, my agents are happier with the information and efficiency of the system, we have improved sales results and satisfied customers with the added attention and higher value they receive – and in the banking industry, those are improvements that translate directly to the bottom line.”