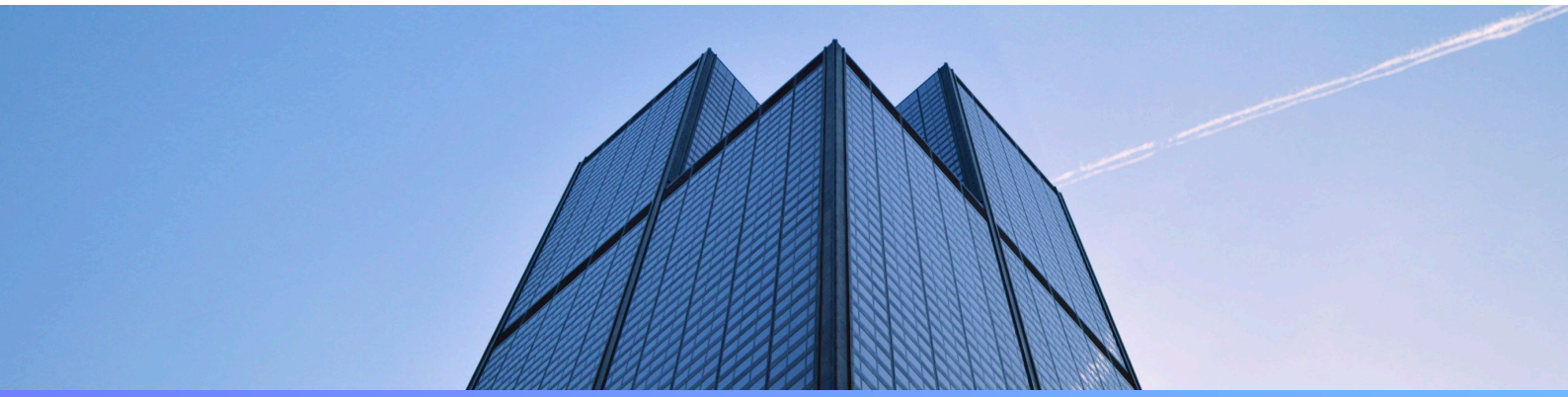
We record & analyze communications

SUCCESS STORY

GERI HDP - A Financial Institution

GERI HDP, a large and sophisticated financial institution, needed an edge over the competition. How could it improve its infrastructure without starting from scratch?An advanced credit and risk management company with more than 600 employees and a sophisticated contact center infrastructure, GERI HDP needed to upgrade its contact center capabilities in a very competitive industry. It was already using call tagging, CTI and agent management but needed an overarching solution to upgrade its operations and achieve the latest capabilities for agent training, customer service and analysis of the latest trends.The company wanted to integrate its contact center with enterprisewide operations without losing what it had already accomplished – it wanted to build on its existing infrastructure and what it knew already worked. As a financial institution, however, it could not afford significant down time or problems with compatibility from new solutions.



CLIENT NAME
GERI HDP

INDUSTRY
Financial

SOLUTION
Neo Suite

REGION
Milano, Italy

www.gerihdp.com

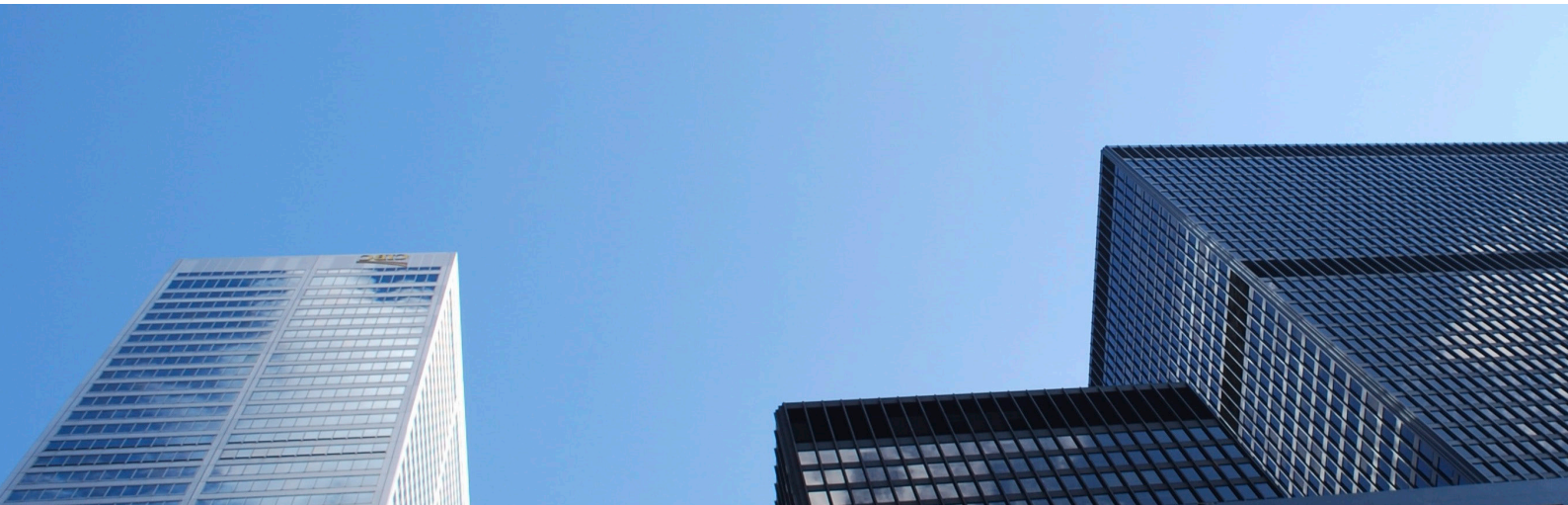
The Challenge

- Maintain seamless and fail-safe operation
- Improve analysis of customer interaction
- Integrate on an enterprise-wide basis
- Add new capabilities to surpass the competition

> **"... After only a few months, we have optimized our running processes and obtained valuable information about our service level by analyzing call center interactions."**
>
> R. Riganelli
> Operation Internal Audit GERI HDP

Taking the Next Step with ASC

Based on these priorities, GERI HDP chose ASC and its partner ADABUS to install a quality management and analytics solution compatible with its existing infrastructure. The solution addressed GERI HDP's needs for improved agent training, analysis of customer interactions for a high-volume contact center, streamlining internal processes and implementation in a seamless manner. Speech analytics helped GERI HDP retrieve the most critical interactions for training through best practices, and eLearning provided agent instruction on a customized basis. Workforce management ensured the right agent was assigned to the right job at the right time.Moreover, ASC's quality management and analytics solution provided critical intelligence for the entire enterprise, enabling top executives to optimize processes and analyze trends on a real-time basis. For financial institutions, when seconds can mean the difference between success and failure, ASC's solution came through in the clutch again and again.Mr. Francesco Sorgato, IS Manager of GERI HDP and Project Manager for the implementation of the ASC solution, said, "Our challenge, to integrate a complex infrastructure, an enterprise VoIP system and a third-party CTI environment, was seamlessly accomplished by ASC's solution in a stable, reliable and effective manner."



The Implementation

ASC's INSPIRATION*neo* software and its VoIP recording solution improve GERI HDP's contact center by providing speech analytics, agent training and process optimization for 140 agent seats. The speech analytics helped GERI HDP to filter out the most critical calls for analysis, an essential capability for any contact center with a high volume of interactions. Agent training was further improved through eLearning in an ongoing loop of instruction. As gaps in knowledge or execution were addressed in a customized manner, agents' weak points were identified and resolved, making them more proficient and simultaneously improving customer service. Agent evaluation also improved as a customer feedback module either reinforced or qualified supervisor opinions. And agents became more enthusiastic as they learned new skills and received "360 degree" evaluations. Staff retention increased, minimizing the need to train new agents and thus improving customer service overall. The installation of ASC's solution by ADABUS, its partner in Milan, ensured a smooth transition as ADABUS has implemented more than 1,600 of ASC's solutions in its history. The nearby partner also helped to ease any concerns by GERI HDP by ensuring prompt technical support and backup.

Highlights

- Speech analytics selects critical calls for high-volume contact centers
- eLearning provides a continuing loop of customized agent instruction
- Process optimization streamlines internal and external operations
- Enterprise-wide analysis improves evaluation of industry trends
- Seamless and fail-safe integration is enabled with existing infrastructure
- Improved agent evaluations increase staff retention and overall enthusiasm
- Workforce management assigns the right agent to the right job at the right time

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About ASC

ASC is a worldwide leading provider of software and cloud solutions in the field of omni-channel recording, quality management, and analytics. We offer solutions for recording as well as AI-based analysis and evaluation of all communications – with full flexibility as a cloud service, on-premise or as a hybrid solution. Headquartered in Germany with subsidiaries in 14 countries and experienced system integration partners in over 60 countries, ASC is the #1 Europe-based player in its industry.