



Telephone Banking at the Baden-Württemberg Bank

Second generation impresses with intelligent convenience features.

Advantages all-round

„What we and our customers are now experiencing is in fact the telephone banking of the second generation,” says Lutz Gantert, product manager at the Baden-Württemberg Bank in Stuttgart, in praise of the newly installed speech dialog system. „The intelligence behind this solution benefits everyone concerned.”

And since this particular banking house originally introduced telephone banking applications back in 1995, Mr. Gantert knows what he is talking about. The first generation of CreaLog telephone banking went live in 2001, by the way, with BW Bank customers still being able to use an automated service for details of their bank balance or latest account transactions.

Lutz Gantert: „Today, however, CreaLog’s new and advanced technology makes possible an automatic telephone service even faster and convenient than previously. Since the customers can use their own natural language to operate the system in a truly simple way, the phone banking dialogs are hardly distinguishable from human-to-human conversations. Even cash remittances can be made in no time at all. It’s amazing!”



BW | Bank

Baden-Württembergische Bank

Achieving better reachability

A highly efficient speech recognition tool and a really easy-to-use voice user interface. Those are the two reasons why the BW Bank chose to replace its first-generation telephone banking system with state-of-the-art CreaVoice Banking. The managers at BW Bank head office in Stuttgart had also prioritized the following aims:

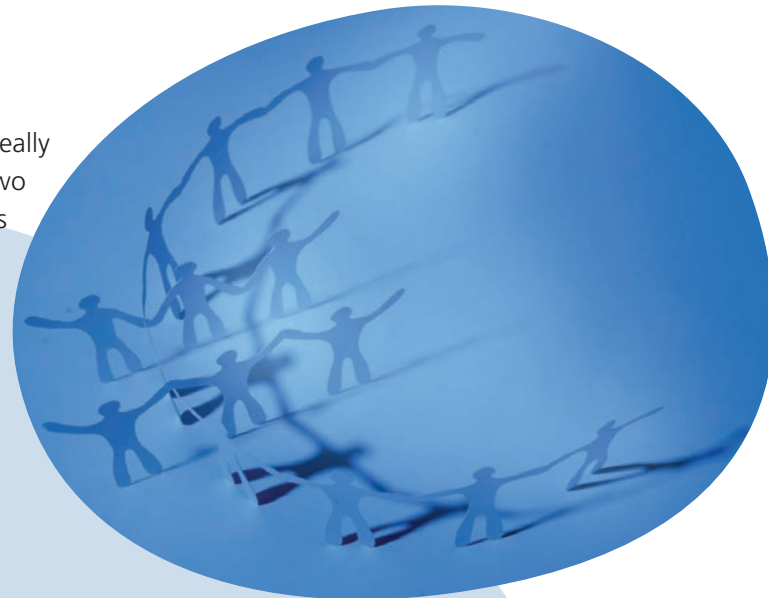
- > lightening the workload of staff at the BW Bank Service Center
- > being reachable for the customers more quickly, more effectively
- > making the entire system more attractive
- > gaining new users and customers.

Reachability played a major role in this scenario. The bank had over the years run up almost 200 different phone numbers for its various addresses, banking products and special services. The aim now was to use the new application to reduce that maze of numbers.

„Good morning and welcome to the telephone banking service of the BW Bank“ ... This is the cordial message the bank's customers get when they dial **+49 (0) 711/124 124**. Whereupon they are asked to state their account number and verify their identity with their five-digit PIN. The CreaVoice speech dialog system understands all the spoken numbers without difficulty. Plus, it makes no difference whether the customers say five or foive (by way of an English example) or whether they articulate the account number the German way (in couplets: eighty-three / twenty-five / seventy-seven) or the single-figure way of 8 3 2 5 7 7. The same option also applies across the system when making a cash remittance or transferring between your own accounts.

● Caller prompts and skills-based routing relieve service center staff

Apart from that easily remembered **124 124**, the BW Bank has other access numbers for other dialog services, including questions about online banking. On calling up during Service Center opening times (8 a.m. to 8 p.m.), the customers first state what their business is and give their account number. They are immediately connected with a knowledgeable Service Center employee who can already see on-screen the relevant caller data. He or she can then provide



the caller with the information required. Lutz Gantert: „Here the telephone dialog acts as a kind of navigator and relieves the employees in our Service Center of time-consuming routine tasks.“

The Baden-Württemberg Bank ...

... is an operatively independent division of the Landesbank Baden-Württemberg (LBBW) – that's the State Bank of Baden-Württemberg. As such, the BW Bank is active in the fields of retail banking and corporate banking with a special focus on SME business in Baden-Württemberg. Furthermore, in the state capital of Stuttgart itself, the BW Bank acts as a savings bank for the LBBW.

With its head office also in Stuttgart, the BW Bank is represented through the south-west of Germany by over 200 branches. According to its Annual Report 2007, it had total assets of € 43.6 billion and liabilities of € 26.7 as of 31 December 2007, the reference date.

(Source: www.bw-bank.de)

● CreaLog beats tough competition

What exactly led to CreaLog installing the „telephone banking of the second generation“ at the BW Bank? Lutz Gantert: „Well, the cooperation with CreaLog had been excellent over the years. Even so, when we first put out for tenders, the competition was fierce. In the end, though, thanks to their state-of-the-art technology, they were able to beat off the competition.“



Lutz Gantert, Product Manager at the Baden-Württemberg Bank in Stuttgart

The schedule set for project implementation was pretty tough too. Moreover, CreaLog had to deal with all kinds of challenges. „The BW Bank offers a wide variety of attractive banking products – from the ‚Park & Ride‘ to the ‚BW Cash‘ account and from diverse credit card arrangements to ‚BW extend‘, a successful value-added checking account. Quite a lot to pack into one telephone banking system. After all, you can imagine that a telephone dialog soon gets complicated when a customer has several different accounts – especially if in case of switching between or transferring sums of money between accounts.“

● Cash remittance or account transfer? Quick results via speech dialog

The intelligent CreaLog speech dialog also overcame another challenge, account interaction, as this example will show. Michael P. is a freelance graphics designer and has two checking accounts at the BW Bank: one business, one private. He's also got a ‚Garant‘ savings account and a ‚BW Cash‘ account. One evening, following a presentation event, he returns to the hotel and finally gets round to calling up the BW telephone banking service. He needs to pay a dentist's bill that he had hurriedly stuffed into his briefcase that morning. Once on the phone, he uses his private account number to identify himself, verifying the procedure with his PIN. However, when his bank balance is announced, he realizes that he has a slight cashflow problem there. So he simply says „change account“ and ‚Garant‘ and is told by the system the balance of that account. Next, from the dialog menu, he chooses the item „account transfer“ and answers the question: „To which account would you like to transfer the money?“ with a simple „my

Extend account please“ and the € 850.00 is transferred to the specified account and issues the remittance order for the dentist.

● More innovative than ever: „The learning remittance“

Lutz Gantert is proud of the new telephone banking application. „What's particularly convincing is its special intelligence – the learning remittance, as we call it. For instance, if a customer remits a certain amount, the speech dialog system memorizes the receiver info, the account number and the bank sort code and stores that data ready for the customer. The same goes for designated uses. Thanks to that ability to learn and to the fit-for-purpose speech dialogs, a cash remittance on the basis of the new CreaLog application can be carried out in 90 seconds – without anyone in the Service Center being involved!“

● Get there faster with Expert Status

Any one who uses the system regularly is soon awarded „Expert Status“. Which means that during the initial dialog they're given fewer prompts and can so complete a given task more quickly. Lutz Gantert sums it up: „Basically, that's what our strategy is all about! The customers quickly realize that by using a modern and convenient telephone banking service, they can save themselves a lot of time.“

Telephone banking at the BW Bank

Reachable 24/7, the menu provides the caller with the main features ...

> Account balance and cash transactions (detailed announcements possible)

> Cash remittance

> Cash transfer

The following menu items can be selected if so desired ...

> Buy or sell shares

> Switch account

> Advice to be put through to an agent

> Change your PIN

> Freeze the telephone banking facility



About CreaLog

A cutting-edge company with all the best references, CreaLog is the leading vendor of speech dialog systems across 20 countries in Europe. Fully web-administrative, the CreaLog Voice XML Platform is on stream with a total of 41,000 installed lines at more than 400 customers from over 30 branches of industry.

Voice portals from CreaLog ensure the highest standard of dialog quality on the basis of natural language speech recognition. Which means the portals are able to recognize and intelligently process a large number of words and whole sentences in more than 40 languages. What's more, CreaLog Portals support human-sounding text-to-speech systems from the world's leading providers. The Voice Portal, Unified Messaging, and CTI Solutions for corporate customers and telecoms won Best of CeBIT Awards in 2005, 2006 and 2008 for the products 'Interactive Voice Video Response' and 'VoiceBot', a natural-language information, FAQ and chat application.

Our clients include major corporations such as HypoVereinsbank, PAYBACK and the Sparda Banks, German interactive TV channels such as 1-2-3.tv and Premiere, and value-added service providers such as ARCOR and Telekom Austria TA AG.

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