

 **HypoVereinsbank**
UniCredit Group

CASE STUDY

AUTOMATED SERVICE PROCESSES

To improve customer service



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UNICREDIT DIRECT SERVICES

“Reducing costs was right at the top of the list. But it was no less important to improve customer services by extending the hours of operation. Thus, telephone banking is now available every day of the week, as is the service center. We have also reached an additional goal. All the time now, we know exactly what is happening in phone banking services. That makes for better oversight and lends transparency to all the processes.”

SERVICE IS A PRIME FACTOR — IN BUSINESS SUCCESS.

There’s no doubt about that! But what does a modern financial institution, like the HypoVereinsbank, actually do to give its account holders the best possible customer service? This bank offers its clients automated telephone banking and, in addition, personalized video consultation.

Of course, this highly innovative service has a price. That makes the cost analysis by this major Munich bank even more amazing: Automated telephone banking not only helps reduce costs, but can also generate new revenues.

The foundations for this service were laid by the high-performance speech recognition system built by CreaLog. Thanks to modern speech recognition and customer-friendly voice-driven dialogs at the HypoVereinsbank, customers can access an easy-to-use telephone banking service that enjoys widespread acceptance.

UNICREDIT DIRECT SERVICES: ABOUT 13 MILLION CUSTOMER CONTACTS PER YEAR

This is “multichannel communication” at its finest – with 975 employees and about 13 million customer contacts per year. These impressive figures describe UniCredit Direct Services. This is the call center provider to the German HypoVereinsbank which is a wholly owned subsidiary of UniCredit S.p.A. At the same time, these figures provide an indication of why extensive automation of telephone banking is so important to the HypoVereinsbank.

COMMUNICATION IS THE KEY: ACCEPTANCE AMONG CUSTOMERS AND STAFF

A “friendly user testing” phase was followed by step-by-step introduction of the new voice portal system for phone banking. Exhaustive information and ongoing communications in advance of the introduction ensured that customer acceptance of the service rose continuously. A credit-card-sized flyer offered hints for quick and easy use of the new transaction system, as did additional pages delivered by the account statement printers. The new system was also well explained in detail in the branch offices, so that all the employees there were prepared for the introduction phase and were ready to tackle any questions that might arise.

*Speech-driven phone banking with
a wide range of features.*

The most important functions:

- *SEPA Quick Transfer to EU and EFTA countries*
- *Multiple account management*
- *Change PIN*
- *Securities quotes*
- *Branch telephony*

COMFORTABLE AND FAST MONEY TRANSFERS

Convenience and speed are the decisive criteria of acceptance by the customer for voice portal dialogs. That's why, after successful legitimation of the caller by the CreaLog Voice Portal, the caller conveniently navigates the dialog using speech recognition.

The transfer of funds is accelerated by two special features: first, by transfer templates that can be edited by the customer even in Internet Banking, and second by the highly flexible input options for the alphanumeric IBAN.

TRANSFER TEMPLATES

Any transfer can be saved as a template and then reused by simply naming the recipient's name. The need to enter the recipients IBAN is not necessary in this case.

Imagine a customer saying: "I want to transfer 54.36 Euro to John Doe", the voice portal then, due to the transfer template, has the account information of the recipient at hand and can confirm it shortly. And even the known subject of the transfer can either be accepted or directly modified.

This kind of 'Quick Transfer' is highly appreciated by the customers. In addition to the individual transfer templates, 2,000 IBAN of the most booked legal persons like mail order companies, major government agencies and other frequently used payees are stored in the system. The recipients name is then automatically completed when entering the IBAN and has not to be specially mentioned by the customer.

ENTERING AN IBAN

If an IBAN is still required because the recipient has no reference template, customers are guided step-by-step while comfortably entering the IBAN. Letters, single digits, blocks of various length, everything is accepted by the system and breaks between entries are explicitly allowed. So the customer can enter convenient 4 character groups progressively and immediately check his entry.

Are the characters identified correctly, he continues with, 'ok'. 'Correction' would cancel the last entry. Small errors of input or detection therefore not immediately result in complete and particularly pesky reentering of the entire IBAN. But if desired, the customer may of course enter the whole IBAN in one go.

EXPECTATIONS FULFILLED: COSTS REDUCED — NEW REVENUE GENERATED

In the meantime, about 85 percent of the transfer orders initiated by the voice portal are concluded entirely with that system. The bank thus reduces manual data entry for several thousands of transfers each month. Wandpflug-Reiter terms this a great success:

"The automation of transfers entirely fulfilled our expectations. That paved the way for the intended reduction in staffing for data entry. Put another way: We have freed our customer service agents from a dull task for more worthwhile activities. Among these are making appointments for the advisors in the branch offices. Thus it is clearly a matter not just of reducing costs, but also of generating new revenue."

BRANCH TELEPHONY

Branch Banking represents a major challenge for all banks. Customers pop-in by appointment or without and want to be served quickly. At the same time clients call the branch and expect information or an appointment even more rapidly.

For HypoVereinsbank CreaLog implemented a central, flexible and convenient voicemail solution that is used by central units as well as the branches. Thus the acoustic appearance of the bank can be ensured centrally without sacrificing local adaptations.

After the customer has left his note on the voicemail, the message is forwarded via e-mail to the appropriate person for further processing.

COOPERATION WITH CREALOG: FOCUS ON SOLUTION-ORIENTED THINKING

The HypoVereinsbank and CreaLog have cooperated in projects for more than decade. Wandpflug-Reiter reveals what he values most about CreaLog:

“For many years CreaLog has been a trusted and valued partner. For new issues and challenges, we always find a solution together – to the point, adapted to our needs and very uncomplicated. Thus, with our CreaLog Voice Portal we meet all requirements and can balance customer satisfaction and profitability.”

ABOUT CREALOG

A cutting-edge company with all the best references, CreaLog is a leading vendor of Voice Portal solutions across 30 countries in Europe. Fully web-administrative, the CreaLog Platform is on stream with a total of 60,000 installed lines at more than 400 customers from over 30 industries.

Our clients include major corporations such as PAYBACK, UniCredit and Savings Banks, interactive TV channels like 1-2-3.tv and Sky, as well as value added service providers and Telcos like Vodafone, A1 Telekom Austria and Swisscom.

More information at: www.crealog.com



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