CREALOG BANKING

SELF-SERVICE TRANSACTIONS COMPLETED OVER THE PHONE

CreaLog Banking is a solution tailored to customer requirements for the completion of typical banking processes using natural language dialog over the telephone. Similar to an Internet portal, customers use the voice portal via phone. They manage their accounts, find out balances, make transfers, block credit and debit cards, inquire about stock prices and obtain important bank information. Round-the-clock access to the system makes it an important pillar of professional multi-channel banking.

Features of CreaLog Banking include the use of natural language understanding (NLU) enabling uncomplicated and secure call flow, as well as a high level of security through user authentication via voice biometrics.

FUNCTIONS

- Secure banking and brokerage dialogs via voice control with a wide range of functions
- Simple access from any location and at any time
- Easy to use through best-of-breed speech recognition or keypad input
- Modular service package with customized add-ons
- Simple back-end integration via HTTP, XML or SQL interfaces

SOLUTION

- Phone banking via voice portal for caller authentication and comprehensive account and portfolio management

USE

- Customer self-service over the telephone in multi-channel banking and brokerage
- Reliable authentication of callers
- Call Center Support

BENEFITS

- Access to account and securities regardless of time and location
- Process automation
- Additional security using voice biometrics
- Reliable speech recognition
- Intuitive operation
- High level of customer acceptance

CREALOG

GENERAL MODULE

- Authentication
- Account balance
- Last transactions
- PIN modification
- Leave a message
- Opening times and branch addresses
- Applications for exemption from income tax
- Find an ATM
- Block cards
- Back-end integration
- CTI and transfer to customer service consultant

CURRENT ACCOUNT MODULE

- Bank transfers including scheduled transfers
- Funds transfers between accounts
- Set up, modify, delete standing orders

DVR MODULE

- Digital Voice Recording for recording inbound and outbound calls conducted by voice portal or bank staff

SECURITIES MODULE

- Share, fund and bond orders
- IPO Subscription
- Information on total account value and individual values
- Price information as per security identification code/ international securities ID with indication of the day's highs and lows

HIGH-PERFORMANCE, STATE-OF-THE-ART SPEECH RECOGNITION

CreaLog Banking conducts voice dialogs with the caller. The process identifies both key words and entire sentences. Using his voice and complete sentences, the caller navigates his way through the dialog and is not limited to typing in digits on his telephone keypad. Finding your way through rigid menu structures is also a thing of the past. The caller simply states what he wants to do and CreaLog Banking does it immediately. This speeds up the dialog and gives the caller a new measure of flexibility. He can state his request right at the start, in the main menu: "I would like to transfer 150 dollars to Martin Smith!"; he finds himself in the correct dialog immediately and is able to complete the transaction quickly. He can then easily return to the main menu by voice command, go directly to other functions or be transferred to a customer service consultant.

EASY TO USE

In banking dialogs, the experts at CreaLog place great emphasis on the voice user interface, i.e. the dialog between man and machine. This includes the dialog design as well as speech technology elements such as speech recognition and text-to-speech, plus back-end integration with links to call centers and databases. Combined with our experience and know-how of banking and brokerage processes, these fundamentals constitute CreaLog's core competency.

RELIABLE SPEECH RECOGNITION, INTUITIVE INPUTS, FLEXIBLE RESPONSES

CreaLog Banking takes account of people's peculiarities and preferences for giving number sequences in a quite specific way. This means that inputs of numbers stated simply one after the other are recognized just as easily as randomly assembled blocks of figures. For example, the caller can state the account number "100 200 35" either as individual numbers ("one zero zero two zero zero three five") or in blocks of numbers (i.e. "one hundred two hundred thirty-five"). CreaLog Banking adapts to the caller and repeats the data exactly as input by the caller for verification purposes.

The same naturally also applies to credit card numbers, date and time inputs ("eighteenth March two thousand and nine" or "eighteenth March two zero zero nine" or "eighteenth March twenty zero nine") and monetary amounts.

USER ADAPTATION

In CreaLog Banking the voice portal generally adapts to the caller and not vice-versa. Inexperienced users will be given longer explanations, while experienced users receive shorter prompts. The caller can decide whether to navigate freely in the voice portal or opt for a dialog driven more by the voice portal with step by step inputs.

For bank transfers the caller can make use of a list with details of previous recipients and accounts. If he wants to repeat one of these transfers there is no need to specify all details of recipient, amount and reference (note to payee). This is a most convenient method which enjoys great acceptance among users.

MODULAR STRUCTURE

The CreaLog banking system has a modular structure and can be customized to the requirements of your bank and its customers. Their requirements determine the scope of the system. It can be expanded as required at any time, while dialogs for a wide range of processes can be realized. From simple authentication through balance queries to comprehensive securities management.

CREALOG – SOLUTIONS FOR THE MOST IMPORTANT BANKING FUNCTIONS

AUTHENTICATION USING VOICE BIOMETRICS

Security and anonymity guarantee a high level of customer confidence in telephone banking. As the authentication takes place only with the voice portal and without human participation, customer and bank can be confident of a high degree of data security.

As well as identification by account number and PIN the individuality of the human voice can also be used for biometrical identification if required. In this process the caller's voice is compared with a voice print stored in the system.

INFORMATION VIA SMS & FAX

If the customer wants to have the requested data documented in the form of a SMS or fax, the portal compiles the required data dynamically and sends it to the customer via an SMS gateway or fax server. This means that information on ATM locations, transfers and much more can be easily transmitted in written or visual form.

TRANSFER TO A CONSULTANT

An important element of any telephone banking system is the call transfer to a customer service consultant. Whether he needs more detailed information, explanations on how to use a new product or perhaps just has a query about account activity, the customer can be transferred directly from self-service mode to a customer service consultant. The call transfer incorporates CTI integration, so that the consultant immediately has all relevant caller details such as customer data available and can see on his or her monitor the steps already performed by the caller in self-service mode.

However, a return to self-service mode is possible. Following the consultation the customer service consultant can transfer the customer back to the appropriate location in self-service mode (coaching concept). This is useful in the case of requests for a higher overdraft limit, which can be arranged and decided by the consultant on the spot. The customer can then conveniently continue his dialog with the voice portal.

Round the clock accessibility and the possibility of completing transactions quickly and easily at any time does not just contribute to customer satisfaction. It also helps to make cost savings without detracting from the quality of service offered or customer satisfaction.

USER ADAPTATION

In the dialog the voice portal takes account of the customer's preferences and offers menu options tailored to the caller.

A TYPICAL DIALOG

A typical CreaLog Banking dialog might take the following form:

After being welcomed by the voice portal the caller is authenticated by means of account number and PIN and is addressed by name. In the background voice biometrics are also being applied to verify her voice.

Following successful authentication the caller is immediately advised of her current account balance and given information about the latest special offers appropriate to her circumstances. She is now in the main menu. There, she queries the most recent account activity and transfers a sum from her call deposit account to her current account. She then performs an express transfer: "Please transfer 300 dollars to Frank Smith" (her son), a recipient whose details are already stored in the system. Now, using the keyword "consultant" she gets transferred directly to her personal customer service consultant at her own branch in order to get advice about an investment.

The automated dialog now ends and turns into a personal consultation.

BENCHMARK FOR SUCCESSFUL TELEPHONE BANKING: SUCCESSFUL USE BY CALLERS.

CreaLog will guide you through the design, realization and implementation of your phone banking solution. More than 20 years experience with speech recognition and telephone banking solution, combined with ISO 9001 certification, provide the main prerequisites for the top-quality execution of your business processes over the telephone.

GERMANY

MUNICH
Frankfurter Ring 211
80807 München

FRANKFURT
Letzter Hasenpfad 64
60598 Frankfurt / Main

Phone: +49 89 324656-0

AUSTRIA

VIENNA
Simmeringer Hauptstraße 24
1110 Wien
Phone: +43 1 74040-640

info@crealog.com
www.crealog.com

ISO 9001, ISO 14001
Certified Integrated
Management System
for Quality and Environment

TÜV SUD
ISO 9001
ISO 14001

www.tuev-sued.de/ms-zert

Version 12