

## Case Study

# Bank of Communications China

Driving Business Impact with Unified Solutions from Aspect

### The Company

The Bank of Communications China (BOCC) is the country's first national shareholding commercial bank, and the first China-based commercial bank listed publicly outside of the nation's mainland. Today, the Bank of Communications is one of the top five leading banks in China and has more than 2,800 branches covering more than 80 major cities in China. The Bank of Communications also has overseas branches in Hong Kong, New York, Tokyo, Singapore and representative offices in London and Frankfurt.

BOCC actively seeks new technology solutions to further its management vision and improve customer service and operational efficiency.

### The Business Challenge

As one of the largest banks in China, BOCC faced challenges in managing the growth in credit card debt. As such, the company also needed to increase operational efficiency and collection levels, especially in the contact centre.

Time wasted making calls that end in voicemails or busy signals was also costing BOCC each year. Ensuring accuracy and timeliness of calls would allow BOCC's agents to remain in constant interaction with customers and improves its ability to secure a payment or a payment promise.

BOCC was looking for a product with advanced campaign management capabilities and outbound functionality to increase the company's account recovery rates. BOCC recognised that in an increasingly competitive marketplace, high product reliability and top-quality customer service were fundamental to the success of the business. The company evaluated several contact centre products looking for software that was reliable, scalable and offered extensive advanced campaign management capabilities in a single platform.

### The Solution

BOCC selected Aspect® Unified IP® based on its reputation in the market, especially in handling of outbound campaigns. Aspect Unified IP is an IT-ready Microsoft® .Net Web services platform product that unites customer contact capabilities, including outbound dialling, inbound routing, voice portal and email/chat, to help organisations execute on their unified communications strategies.

BOCC has deployed Aspect Unified IP at their headquarters in Shanghai and branch office in Wuhan, with a total of 635 seats. The company is using the voice portal, outbound and recording capabilities of Aspect Unified IP to improve collections and increase efficiencies and reporting.



### Products

- Aspect Unified IP

### Results

- Improved collection rates
- Increased collection call completion by three to four times
- Reduced operating costs
- Increased agent productivity from 8,000 calls handled to more than 32,000 calls handled daily

"Formerly, we could only make about 8,000 collection calls every day. Now that Aspect Unified IP is deployed, we can handle more than 32,000 collection calls on peak days. Aspect Unified IP has helped us improve our debt collections and overall productivity."

**Li Chaohui**  
Chief Operating Officer  
Bank of Communications



## The Results

Fully functional and easy to operate, BOCC is very satisfied with Aspect® Unified IP® and the business outcomes it has driven for the company's business.

Before the deployment of Aspect's solution, BOCC made on average 8,000 collection calls each day. After deploying Aspect Unified IP, BOCC is now able to handle more than 32,000 calls at its peak, and 20,000 on a daily average. Total call collection efficiency has tripled, and the call completion rate during peak periods has quadrupled, by using the outbound campaign capabilities within Aspect Unified IP.

For BOCC, the campaign management capabilities of Aspect Unified IP specifically helps improve the collections process by enabling better forecasting and scheduling of outgoing calls. Previously, the company would have unnecessary costs from making calls that end in voicemails or busy signals. Aspect Unified IP ensures accuracy and timeliness of calls, enabling BOCC's agents to remain in constant interaction with customers and improves its ability to secure a payment or a payment promise.

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## About Aspect

Aspect is a global software and IT services firm specializing in applying Microsoft unified communications and collaboration to help customers achieve optimal results through enhanced business processes across the enterprise and in the contact center. Aspect provides IT consulting, integration services and business applications. For more information, visit [www.aspect.com](http://www.aspect.com).

