

Results

- Improved productivity
- Reduced abandoned call rates
- Increased annual cost savings significantly

AmBank Group

Aspect solution helps company leverage unified communications to reduce costs and improve contact centre manageability



The Company

The AmBank Group is one of Malaysia's premier financial services group with leadership positions in the retail banking, commercial banking, investment banking and insurance sectors. Established in 1975, the AmBank Group provides their customers with a wide range of innovative products and services. The AmBank Group, with staff strength of more than 10,000, has dedicated contact centre teams of no less than 400. The team works across three contact centres to manage the daily complexities of successful collections, sales and telemarketing activities which are tailored to satisfy customers of the various business lines across the enterprise.

The Business Challenge

AmBank Group had been operating on a decentralized contact centre model, with multiple facilities spread across Malaysia. With paper-based customer contact records, agents struggled to reach the right customers at the right time, which compromised their call campaign efficacy. On top of facing high abandon rates, the group needed to eliminate and revamp labor-intensive functions across these multiple centres which had high manpower attrition rates averaging at 20 percent of the agent workforce at any one point in time.

The contact centre entities under AmBank Group needed to streamline their inbound and outbound operations to maximize agent efficiency and effectiveness, and in doing so, empower them to deliver improved customer service while serving the large customer base. As the sixth largest bank in Malaysia, the organization also needed a robust solution that could complement and sustain their business needs across the suite of banking services.

"Such positive results achieved within a short timeframe are attributable to the dedication of leaders within the project team. Pick leaders to be your allies – the right project and vendor team and highly engaged internal and vendor management team. A world-class technology solution does make the job simpler – one that enables seamless integration to more than 10 complementary systems across the enterprise spanning four physical sites. We take pride that through a reliable and stable system, our business users can confidently and continuously set higher benchmarks in service excellence evidenced through the many industry awards since the implementation of the Aspect solutions."

*- Margaret Koh, Head IS, Customer Management & Distribution
AmBank (Malaysia) Berhad*



In exploring new contact centre technologies to support the business, an important criterion was to mitigate unnecessary costs and complexities of integrating disparate point solutions.

The Solution

After a detailed evaluation of industry solutions in the market, AmBank Group identified the value of implementing a unified platform that could bring benefits to their growing business needs and decided to deploy the Aspect® Unified IP® platform along with Aspect® Workforce Management.

AmBank Group now leverages more than 400 seats of Aspect Unified IP within its three contact centres. Aspect Unified IP supports the company's centralization, allowing the streamlining of multiple contact centres into two hubs, and uniting inbound, outbound and blended multichannel contact (voice, email, web and fax), in an IT-ready, Microsoft.Net Web services platform solution. This brings together customer contact capabilities for the group to execute their unified communications strategy. Agents are now able to track call patterns and perform preview and predictive dialing for outbound collections, sales, as well as access comprehensive reports on recorded interactions.

Aspect Workforce Management also enabled the agents to better forecast, schedule and track inbound call activities through powerful strategic planning that determines optimal staff and resource deployment. This ensures that AmBank Group customers are supported in real-time from experts within the organization, which significantly reduced abandon rates and improved first-call resolution.

Results

Following the implementation, AmBank now witnesses huge improvements in the contact centres' productivity. The collections contact centre saw a return on investment within a year of migrating to Aspect's solutions.

Agents were able to reach customers and prospects more effectively with the new technology platform. Within a month of implementing the workforce management solution, AmBank managed to reduce the abandon call rates to an optimal level as per standard stipulated within the organization. This translated into significant overall annual cost savings and financial benefits for three contact centres of under 400 seats.

This marks a turning point for AmBank Group's customer interaction capabilities as the company leverages the technology to transform its contact centres in Malaysia into award-winning, world-class facilities. The group is now embarking on the next journey, charting its way to more wins and results with Aspect Unified IP.

"One of our best implementations so far – with stellar results. Concerted thought process and effort from the AmBank team, the principal and solution provider has enabled the bank to forge forward in creating efficiencies for our shareholders and retail customers. I have full confidence that Aspect will continue to introduce greater innovations for our future adoption."

**- Datuk Mohamed Azmi Mahmood
Managing Director, Retail Banking,
AmBank (Malaysia) Berhad &
Steering Committee Chairman
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About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit uk.aspect.com.

