

# IndusInd Bank

India's banking major leverages Aspect's unified contact centre platform to facilitate its strategic business objectives



## The Company

IndusInd Bank, which commenced operations in 1994, caters to the needs of both consumer and corporate customers. Its technology platform supports multi-channel delivery capabilities. As on March 31, 2013, IndusInd Bank had 500 branches, and 882 ATMs spread across 358 geographical locations of the country. The Bank also has representative offices in London and Dubai.

The Bank believes in driving its business through technology. It enjoys clearing bank status for both major stock exchanges - BSE and NSE - and major commodity exchanges in the country, including MCX, NCDEX, and NMCE. IndusInd Bank on April 1, 2013 was included in the NIFTY 50 benchmark index. IndusInd Bank also offers DP facilities for stock and commodity segments.

## Ratings

ICRA AA for Lower Tier II subordinate debt program by ICRA. ICRA AA- for Upper Tier II bond program by ICRA. CRISIL A1+ for certificate of deposit program by CRISIL.

## The Challenges

The bank wanted to institutionalise a three point agenda including strategic customer centre cost reduction initiatives and associated technology transformation programs. Firstly, it was imperative to create a robust disaster recovery infrastructure across 2 key locations Mumbai and Chennai from a business continuity perspective. Secondly, the bank planned to institutionalise a virtual branch concept whereby contact centre agents could be dispersed across different parts of the country and be able to conduct customer interactions in preferred local languages. Thirdly, the team wanted to start the 'Direct Connect' a flagship program whereby the contact centre system would automatically recognise a customer's mobile number and details from an in-bound call and route it to the most appropriate agent with the most suited skill-sets. These strategic initiatives would not have been fulfilled by IndusInd Bank's erstwhile contact centre posture which constituted disparate application and technologies, such as Avaya ACD and Servion IVR& CTI (Rap CTI) and Servion voice logger. This antiquated siloed approach came with challenges of high interoperability issues, multi-vendor dependency, no single point of ownership and associated high maintenance and upgrade costs. Moreover the legacy infrastructure was also at the end of its refresh cycle, requiring replacement.



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Another critical need of the bank was that its customer experience had to be aligned with its unique disposition of working like a mix of public sector and private sector bank way of customer service. On one hand, it had a large base of traditional customers that required respective branch managers to forge a personal connection with them. Besides, there was an increasing number of customers that preferred calling up a contact centre for any banking query. As a result, the bank had to straddle efficiently between the old and new ways of customer service to build its differentiating edge. In the context of these challenges, the bank realised that it was necessary to create a next generation contact centre that was technically progressive and robust yet personalised; and started scouting for a solution that could be a pivot of the organisation's customer experience enhancement journey.

### The Solution

After conducting an extensive process of researching the space and evaluating various solutions in the market, IndusInd Bank chose Aspect. Their search culminated when they found the Aspect® Unified IP® platform, an integrated and centralised solution that facilitated intelligent, proactive contact strategies by unifying inbound, outbound, voice portal and Internet contact capabilities with the power of software. A clear strategy and implementation roadmap ensured that the deployment and transition to the new system went smoothly, with milestones completed easily and on time. The solution deployed included Aspect Unified IP, Blended Interaction™, Aspect Unified IP voice portal/interactive voice response IVR (with 210 IVR ports supporting 7 languages), Aspect Unified IP campaign optimization capabilities, Advanced Quality Analysis™ and Aspect Unified IP with outbound predictive dialler capabilities. As the base solution has rich functionalities, the bank could customise it suitably to make it focused on end-user needs.

### Implementation and Key Integration

Aspect's Professional Services team (APS) successfully carried out complex integrations with back-end application such as CRM from Talisma and core banking software from Finacle that has enabled the bank to deploy advanced routing and queue optimization strategies across inbound and voice portal to deliver a consistent experience for customers across channels, as part of Direct Connect strategy. One of such dynamic business rules include TPIN authentication data-directed routing feature that prioritizes, manages and intelligently routes contacts to available agents based on the customer profile, service level goals, and agent availability.

Aspect Professional Services team worked closely with IndusInd Bank's core team to resolve internal issues which were overcome quickly with minimum impact to the business. They also worked with the bank's call center operations personnel to define various reporting deliverables and seamlessly customized various reports based on inputs. The team has also been able to seamlessly migrate Deutsche bank's IVR on the Aspect Unified IP platform post IndusInd Bank acquisition of Deutsche's credit card business unit. Today Aspect Unified IP platform collaborates with back-end systems while enabling the bank to create an evolutionary migration path to a fully centralized architecture for the future.

### Results/Benefits

Today, the Aspect Unified IP solution is at the heart of IndusInd bank's customer delight strategy that has created strategic business value.

**Enhanced Customer Experience:** Firstly, the single unified nature of the platform makes customer data more accessible and visible, by which calls can be seamlessly transferred from one agent to another while empowering them to deliver a better experience and enhanced call volume rates. Additionally, through the abandoned call recovery method a unique feature in UIP, the bank can automatically capture the phone numbers of customers that hang up via a recovered call list.

**Reduced Cost:** The bank is expecting cost reduction of 5-10% facilitated by lower upgrade, maintenance and management overheads.

**Lower Total Cost of Ownership (TCO):** The primary benefit has been Aspect's powerful single platform with all applications such as ACD and IVR, CTI and logger running on it that has resulted in better manageability and reduced TCO. With the Direct Connect initiative being institutionalised, the contact centre is also designed in a manner that customers get routed to the same agents for repeat queries so that the historical data of the customer is maintained with a specific agent and a personal rapport is created.

**Improved workflow and Better Reporting:** Today canned reports are available through a standard Web browser, which can be pulled based on any periodicity required, through a simple 'click to print' command, requiring little or absolutely no learning curve to run them. These reports start at the corporate level and allow the bank to drill down and elicit data at an individual agent level.

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"Aspect's solution has helped us create a robust unified architecture giving us the advantage of convergence whereby the sum of the whole is greater than the sum of its parts i.e. the new unified architecture approach has been far more fruitful than the earlier siloed one. We are pleased with the performance of the solution and are currently exploring workforce productivity and social media offerings from Aspect, in context of the changing vectors of customer engagement."

*-Mridul Sharma  
EVP & Head of Solution Delivery,  
IndusInd Bank*

**Consolidation Under one number:** The solution has also led to the creation of IndusInd Bank's virtual branch that has consolidated its multiple customer care numbers and established one single national number for all geographies across India. This has enabled them to utilise their multi lingual capabilities whereby customer preferences for a specific language would be stored in their records

**Other Benefits:** The solution has helped create a disaster recovery capabilities with redundancies built into the system. The bank is also able to develop custom applications and generate reports on effectiveness of customer service calls, missed calls and such others which can be shared across the system. As a natural corollary, employee productivity has enhanced as agents have a much deeper view into their customer interactions with real time monitoring statistics that enables them to act on it faster.

## Looking Ahead

With the bank expanding on all horizons and the positive experience of using Aspect solutions, IndusInd has set about to create a next-generation customer interaction operation based on the multi-channel customer contact model. Evaluation or planning is underway to undertake several of the following:

- Performance matrices reporting through business warehouse
- Introducing newer channels like chat, web portal, VoIP, etc.
- Aspect List Management for proactive outbound
- Communication channels to penetrate within the organization.
- Workforce management and other productivity tools
- Aspect® Social

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### About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimisation platform for enterprise contact centres globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact centre is the new centre of the customer experience. For more information, visit [in.aspect.com](http://in.aspect.com).

