

National Bank of Egypt Contact Center

NBE is the oldest commercial bank in Egypt. It was established on June 25, 1898 with a capital of £ 1 million. Throughout its long history, NBE's functions and roles have prominently developed to respond to the evolving economic and political changes in Egypt. With an extensive network of over 400 branches, offices and banking units nationwide, NBE is consistently striving to provide up-to-date banking services and products that are continually improved to meet the expectations and satisfaction of its esteemed customers.

Keen on their place as a leader in the banking market, and as digital uptake continues to accelerate, NBE realize the persistent need to upgrade their centralized contact center to support the different digital channels, and to enrich the services they provide to their retail, corporate, credit card customers and merchants.

Challenges:

- The need for smooth data migration and ensuring business continuity since the existing Contact Center was already offering customer services to NBE customers throughout Egypt and other areas in the region.
- To enrich the services provided through the Interactive Voice Response (IVR) to achieve shorter wait time for the customer, and to decrease the dependency on agents.
- Integration with the back-end existing systems in the bank to avail real-time inquiries and efficiency in the customers requested transactions

Solution Provided:

STS implemented a solution using Avaya Contact Center technology supporting 500 Multimedia agents, expandable to 1000 agents that handle voice, chat and email services. The system also supports different telephony technologies and protocols 3000 H.323, 500 SIP and 300 PRI trunk channels.

STS has also implemented an advanced IVR solution integrated with NBE backend systems to provide extensive range of services to the bank's customers such as balance inquiry with respect to accounts and cards, request of statements of account and checkbooks, inquiries regarding exchange rates of foreign currencies vs. the Egyptian pound, interest rates of savings ...etc., in addition to settlement of credit card due amounts, suspension and application for replacements of lost cards.

Business Benefits

- **Business Continuity:** Through a fully redundant solution distributed among two different sites.
- **Work Force Optimization:** Through an advanced and reliable tool to optimize performance and productivity of the Work Force using methods of record/evaluate; voice/screen capture and helping quality teams to monitor and control the performance of agents. This improves the customer experience through better quality and efficiency of the service.
- **Improved contact center efficiency:** Due to quicker resolution through the implemented IVR, bank agents become more productive and efficient, as they have more time to focus on other tasks and services provided to customers through other channels.
- **Reduced Costs:** Lastly, NBE contact center benefited from reduced costs: agents require less training for processes that have become automated, and less time is spent on the costly voice channels as customers are more quickly connected through other channels.

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