

SEB BANK UNIFIES A COMMUNICATION NETWORK WITH THE ALCATEL-LUCENT TELEPHONY SYSTEM AND GENESYS CONTACT CENTRE

INFORMATION ABOUT THE CLIENT

SEB Group is the leading provider of financial services in Northern Europe. As a bank which promotes close and long-standing relationships, SEB offers financial consultations and a wide spectrum of financial services in Sweden and the Baltics. In Latvia, SEB bank has been operating for over 20 years, presently providing its services to almost 36 thousand corporate clients and 477 thousand private persons. Assessments in 2013: the best bank in Latvia in the category "Best Banks in Rapidly Developing Markets in Central and Eastern Europe 2013" (Global Finance), Best Real Estate Financing Bank in Latvia (Euromoney), Golden Grade in Sustainability Index.

TASKS

- To establish a unified, centrally configurable communication network of the bank;
- To convert the existing individual telephone exchanges of the Alcatel-Lucent OmniPCX Office which were located in the subsidiaries of the bank into the Alcatel-Lucent OmniPCX Enterprise in order to establish a unified system, where the subsidiaries are completely integrated in a unified communication network;
- To ensure an application for employees that would easily allow them to make calls with the help of computers and maintain an extensive history of previously made and received calls;
- To create a modern customer service contact centre, which would be able to serve not only inbound telephone calls, but also create campaigns for outbound calls and process electronic requests (e-mails, chat, Skype, etc.) by ensuring joint management and statistics.

PRODUCTS, SOLUTIONS AND SERVICES

- Alcatel-Lucent Omni PCX Enterprise Communication Server;
- Alcatel-Lucent OmniVista Network Management System;
- Alcatel-Lucent OmniTouch Instant Communications suite;
- Genesys multimedia contact centre software.

BUSINESS AND TECHNICAL BENEFITS

- A modern telecommunication system that is centrally manageable and monitored, as well as ensures a centralised tariff for the entire telecommunication network of the bank;
- Thanks to the divided solution architecture, the solution is both secure and capable of being serviced with the minimal use of time;
- By modifying the needs of businesses, the system can be flexibly adjusted;
- Competitive prices and quality proportion. Optimal costs for the system's maintenance and modernisation;
- Qualified local maintenance and support service, which is provided by the manufacturer's certified partner Adventus Solutions;
- The implementation of the Genesys contact centre, which is closely integrated with the Alcatel-Lucent OmniPCX Enterprise telephony system, has been of major support in helping to improve customer service quality and implement new contact channels with clients.



"SEB bank has chosen the Alcatel-Lucent telecommunication solution offered by Adventus Solutions, as it perfectly complies with the bank's requirements and offers competitive costs.

As the enterprise expanded, we could flexibly develop our communication system and quickly introduce new functions by following technological developments.

Alcatel-Lucent devices have proven themselves to be operationally safe. The Genesys contact centre ensures the qualitative and efficient implementation of customer service processes. Adventus Solutions specialists effectively react to our requests and provide highly qualified support."

Ģirts Priedols, Telecommunication group head at the SEB bank IT maintenance department

CHARACTERISTICS OF THE PROJECT

- Cooperation: since 1997;
- Business partner: Adventus Solutions (Riga, Latvia).

CLIENT PROFILE

- Location: Latvia;
- Branch: bank;
- Number of users: 2500.