



## TATRA BANKA'S CONTACT CENTER HAS AN OPTIMAL NUMBER OF AGENTS FOR EACH PART OF THE DAY

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|----------------------|---|
| COMPANY:             | <b>Tatra banka, a. s.</b><br><b>Member of RBI Group</b> |
| FOCUS:               | <b>Banking</b>  |
| NUMBER OF EMPLOYEES: | <b>3400</b>   |

### 1 Requirements

- \* To automatize and simplify the shift planning for **DIALOG** Live contact center agents
- \* To provide the contact center optimal human capacity for each part of the day and thus improve overall cost-effectiveness.
- \* To ensure long-term quality customer service provided by the contact center.

### 2 Solution

- \* Implementation of Verint® Workforce Management™ from Verint Systems, partner of Soitron.
- \* Linking to the contact center system from which the software obtains details about telephone calls, emails, and chats.
- \* Several months of set up, testing and fine-tuning technical and functional settings according to Tatra Banka's specific requirements.

### 3 Outcome

- \* More accurate distribution of agents' shifts so that the contact center has an optimal number of workers at each moment.
- \* Effectively ensure the availability and quality of services provided by the call center.
- \* Reducing the time managers spend planning shifts and adjusting them to the needs of actual operations.
- \* More accurate distribution of each employee's total working time in each month.

“ It matters to us to always be available for our current and potential clients and to provide quality service or products that they are interested in. ”

**Ľuboš Kováč**

Director of **DIALOG** Live contact center

**TECHNOLOGY USED:**

Verint® Workforce Management™  
from Verint Systems

## The Initial State

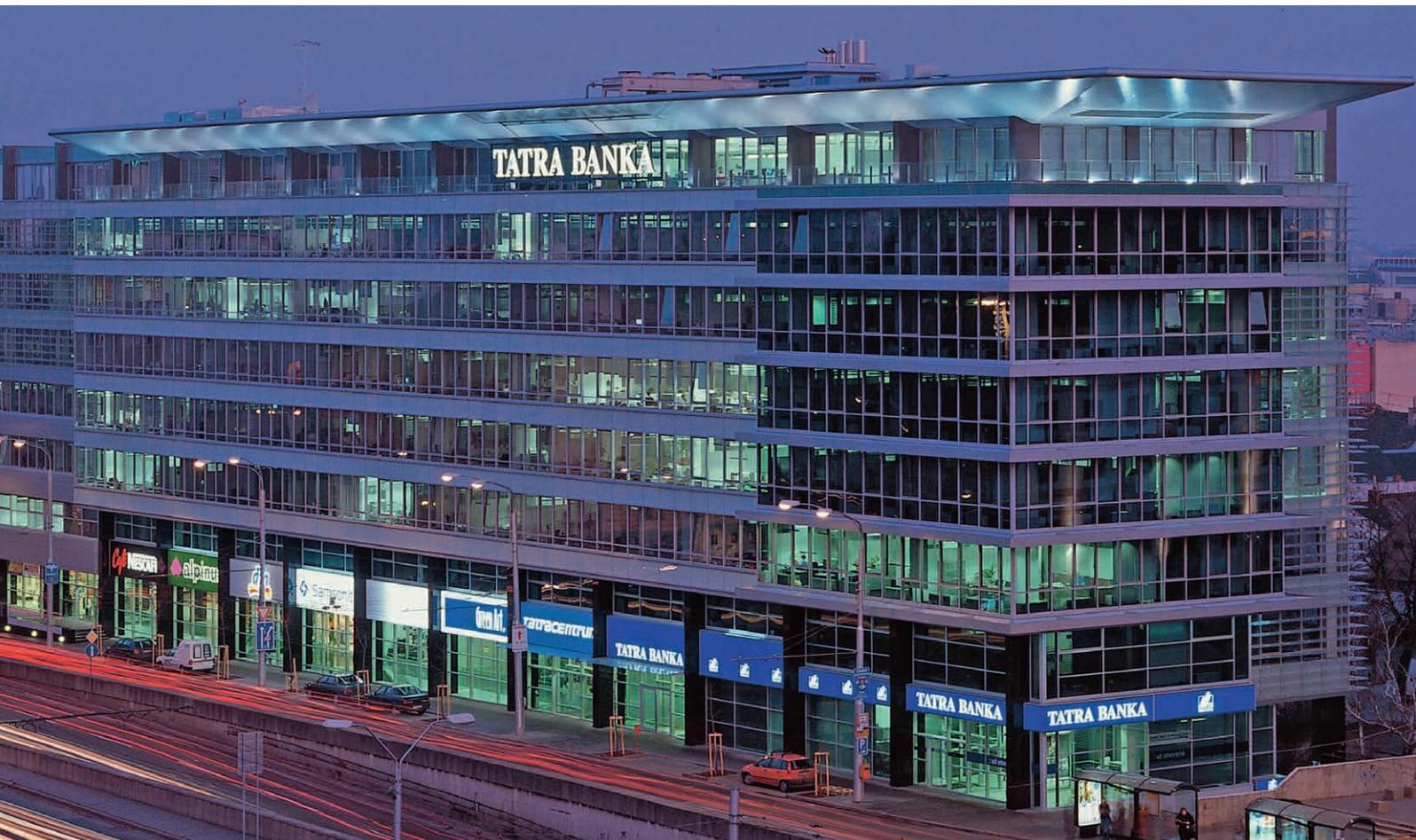
Planning of the operators' shifts was an extremely complicated and time-consuming activity for Tatra banka **DIALOG** Live contact center managers. This planning would have been relatively simple if the center worked on an eight or twelve-hour basis. However, **DIALOG** Live center works 24 hours a day and has a fluctuating intensity of operations. Its capacity during the day and the nature of each week of the month vary.

Shift planning for the Tatra banka contact center agents is complicated due to variable shift length (from 4 to 10 hours), different employee specialization, strict labor code, as well as the occasional assistance of temporary workers, who enter into the planning mix from time to time. Moreover, Tatra banka is not only recognized as one of the most innovative bank houses in central and eastern Europe; but it is also one of the

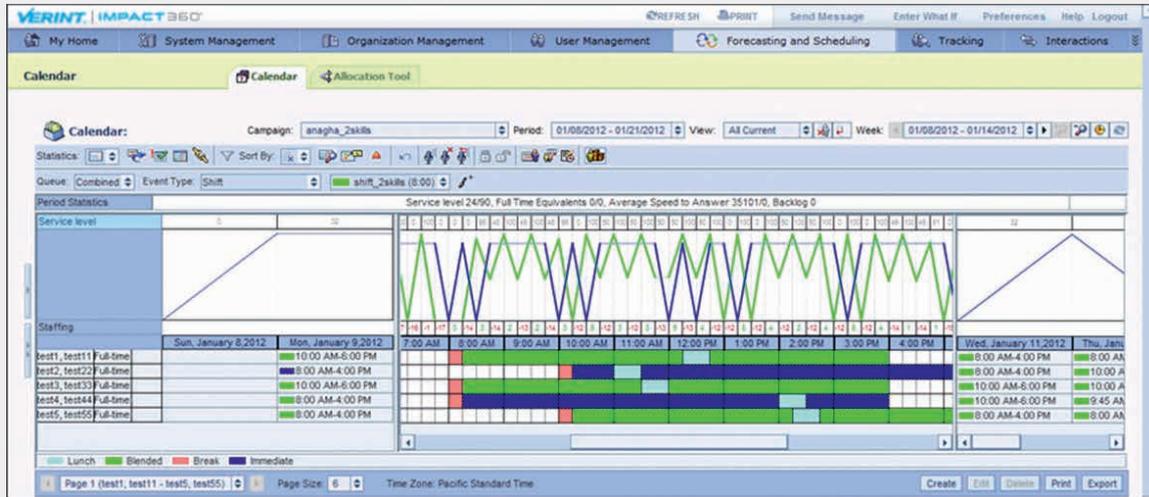
few banks in the world that does not use an interactive voice response system (IVR) in its contact center.

The clients connect directly to real live operators, which improves their satisfaction with provided services and loyalty with the bank. However, it also puts greater demands on optimal scheduling of the agents' work shifts. This means that the bank needs to have a sufficient number of workers with suitable specialization available in order to handle each client's requests promptly.

The need for optimizing the number of agents further increased when Tatra banka decided to change its contact center a few years ago and through **DIALOG** Live intensify product sales. As sales calls take much more time than the service calls, there was a threat that the waiting time of clients contacting the center would be prolonged.



Verint® Workforce Management™ reduced the contact center shift planning time from 48 to 2 hours



User interface of Workforce Management System.

## The Solution

The Tatra banka management took several alternatives into consideration, including the possibility of a tailored solution. Finally, the decision was made to implement Verint® Workforce Management™ from Verint Systems. Soitron integrated the software into the contact center's system and used its knowledge of the client for detailed system set-up according to the bank's specific needs.

*"The initial implementation took about two months. It was followed by a trial period of the same length after which the Verint Workforce Management system was further fine-tuned,"* explains the Soitron product manager, Martin Hummel, about the course of implementation.

Verint Workforce Management can provide historical data about the contact center's running and usage, which the worker responsible for manpower planning then uses for making the agents' shifts and ensuring necessary manpower capacities for each part of the day. After configuration tailored to Tatra Banka

by Soitron specialists, the solution has a great deal of predefined settings and rules. To a great extent, it automatizes and simplifies the agents' shift planning.

## The Outcome

Simplifying the managers' lives and reducing the time they need to spend planning is neither the only nor the main benefit of Verint Workforce Management. The

main benefit is ensuring the necessary quality and accessibility of the contact center's services with optimal costs. "It matters to us to be always available for our current and potential clients and to provide quality service or products that they are interested in," says Ľuboš Kováč, the **DIALOG** Live contact center's Director.

In other words, there shouldn't be a time when some employees are inactive and unproductive

nor should there be a time when clients cannot get through to an operator properly. With one hundred agents offering services to Tatra Banka's clients through **DIALOG** Live daily, even a 10 percent deviation from

“ The planning in the Verint Workforce Management system is based on 15-minutes intervals, which guarantees fluent operation of the contact center at each moment. ”

**Martin Hummel**  
product manager, Soitron



the optimum creates a great difference – in either quality of services provided or in costs. “The planning in the Verint Workforce Management system is based

on 15-minutes intervals, which guarantees fluent operation of the contact center at each moment,” adds M. Hummel.



Tatra banka was established in 1991 as the first private bank in Slovakia. At present, it is a member of the RBI Group and is one of the most successful daughter companies of Raiffeisen Banking Group in central and eastern Europe. As a leader in innovations, it offers unique bank services and solutions in financial management, which is acknowledged by prestigious international awards. With its 128 branches, Tatra banka is present in all regions in Slovakia.

For more information visit [www.tatrabanka.sk](http://www.tatrabanka.sk).



## VERINT®

Verint® (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions. Actionable Intelligence is a necessity in a dynamic world of massive information growth because it empowers organizations with crucial insights and enables decision makers to anticipate, respond and take action. Verint Actionable Intelligence solutions help organizations address three important challenges: customer engagement optimization; security intelligence; and fraud, risk and compliance. Today, more than 10,000 organizations in over 180 countries, including over 80 percent of the Fortune 100, use Verint solutions to improve enterprise performance and make the world a safer place.

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## SOITRON\*

Company has long been active in the European market as a systems integrator in the areas of IT Infrastructure, Unified Communications, Customer Interaction, Content Management, Security, IT Services and Outsourcing. For more than 23 years Soitron has been helping companies such as Tatra banka, Slovenská sporiteľňa, Orange, E-On, J&T, Hewlett Packard and many others to grow their business. Its philosophy is to continue moving forward; that makes the company the leader in implementing unique technologies and innovative solutions. This is reflected in Soitron Group annual turnover of more than 107 million EUR in 2013. The greatest reward for the company is customers' satisfaction, but they truly appreciate official awards as well, for example Cisco Architectural Excellence Collaboration Partner of the Year 2013, Cisco Best Partner of the Year 2012, and inclusion among the Big Five in the Deloitte Technology Fast 50 (2011). Soitron is Cisco and Microsoft Gold Partner and has implemented several important projects in the commercial and public sector – the most significant are Mobile Police Force for Ministry of Interior SR and Voice biometrics for Tatra banka and Air Traffic Control in Romania. Company has currently more than 550 international experts, including professional teams in Slovakia, Czech Republic, Romania, Turkey and Bulgaria.

For more information, please visit [www.soitron.com](http://www.soitron.com).