



Bank boosts customer service with digital signage from Symon Dacon in its contact centre

With its Frankfurt-based contact centre at the heart of Credit Europe Bank's operation, the company decided to update all call-handling technology at the centre. Long-term service provider and Symon Dacon partner NCR was selected to deploy the solution. A core requirement was for the visual display of performance data that would be easy for agents to interpret; NCR selected the Symon solution.

At a glance

Client challenge

- Improve visibility of key data and performance statistics for contact centre agents

Value proposition

- Flexible display options
- Unique output on multiple screens powered by one central system

Business results

- A flexible and easy to use digital display solution
- The display of call-handling data such as number of calls waiting, average wait time and agents available for the four languages supported

Client challenge

Founded in 1994, Credit Europe Bank (CEB) NV has grown into an international financial services group, ranked in the Top 10 of Dutch banks. It serves around three million customers worldwide through branches, subsidiaries, and representative offices. The Bank's mission is to offer tailor-made corporate banking and efficiently delivered retail banking services.

CEB does not have a branch network and serves its personal banking clients through a direct banking operation, the heart of which is its Frankfurt-based contact centre. Looking to update call-handling technology at the centre, CEB invited proposals from a range of vendors. It ultimately chose its long-term service provider NCR-Turkey, which is also a Symon Dacon channel partner.

Value proposition

Alp Seren, Sales Co-ordinator at NCR-Turkey, says: "We are a systems integrator and so we are able to offer equipment from different vendors for the call centre itself and its peripherals. We pride ourselves in offering the optimum solution for our clients. For the CEB contact centre we proposed best-of-breed technology, including digital signage from Symon Dacon."

Visual performance data in the contact centre had previously been limited to small TV monitors showing basic call-handling data, which was of little value because it was not easy to see or interpret. **Orcan Ozcan, Project Manager, Alternative Channels at CEB, says:** "Symon digital signage will make a huge difference. The display options are very flexible and installing large screens will enable us to improve presentation of performance data. This gives our contact centre agents all the information they needed to improve customer service."

Symon Dacon supplied the core Symon Enterprise Software (SES) content management application, integrated by NCR-Turkey, feeding information to three digital displays. Each screen has a dedicated Symon Digital Appliance – the media player that forms the intelligent interface between the content engine and the display. This enables the information on each screen to be tailored to business





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Orcan Ozcan
Project Manager,
Alternative Channels
Credit Europe Bank NV

need. Symon Dacon also supplied design services to create a number of templates to assist CEB with screen composition and layout.

Business results

For inbound services, the digital signage solution displays call-handling data such as number of calls waiting, average wait time and agents available for each of the four languages supported. An alarm provides a visual warning to indicate if any customer has been on hold for more than one minute. This flags the need for suitably skilled agents to modify their customer dialogue to shorten call-handling times. Ticker-tape readouts at the foot of the screens are used to display important real time messages or instructions.

For the outbound contact centre the screens have been configured to display

the number of calls made against targets, as well as sales statistics. The screens also show data on web chat requests and email enquiries, all of which are handled by the same agent pool. **Orcan Ozcan confirms:** *"The Symon display solution is very flexible and easy to use. Having real time performance information available for everybody to see has certainly helped us improve service to our customers and that's good for our business."*

In the next phase CEB plans to extend the use of digital signage to improve employee communications to help boost staff morale and motivation. This may include information on forthcoming social activities, call centre agents' birthdays, and other useful facts to enhance staff recognition.

About the solution

The Symon Visual Communication Solution is powered by a state-of-the-art content management system. It is used for collecting, designing, scheduling, and delivering digital content such as video, graphics, photos, text, real-time data, and Key Performance Indicators (KPIs) to a broad array of visual solution end-points. These can include LCD screens, LED wallboards, way-finders, information kiosks, video walls, or mobile devices, which are used for informing and modifying viewer behaviour.

The content management system comprises four major components:

- Symon Design Studio – Software for designing the look, feel, function, and timing of how content will appear and be used on electronic displays
- Symon Enterprise Software (SES) – A software engine for managing the collection and delivery of content between all content management system components
- Symon Media Players – Hardware and/or software such as Symon Digital Appliances (SDAs) that function as the intelligent interface between the SES content engine and the electronic display end points
- Symon Electronic Displays – LCD, LED, or plasma monitors. These can be mounted individually or as multi-screen video walls, LED wallboards, LED marquees and/or mobile devices.