

# Transforming Customer Experience at All Points of Contact

Customer Case Study



## Odeabank gains competitive edge and market share through superior service with high contact center agent retention

### EXECUTIVE SUMMARY

**Customer Name:** Odeabank

**Industry:** Financial services

**Location:** Turkey

**Number of Employees:** 1500

#### Challenge

- Offer industry-leading customer service as differentiator in crowded marketplace
- Foster employee loyalty and build market share

#### Solution

- Cisco collaboration platform, supporting omnichannel contact center strategy that also extends into local branches

#### Results

- Contact center staff turnover well below market average
- Total asset ranking up 35 places in first 12 months
- Named Most Innovative Bank in Turkey by *International Finance Magazine*

#### Challenge

The Turkish finance sector has always been well served by national and international brands. So it was clear from the outset that Odeabank, which got its license in October 2012 to become the 49th bank in Turkey, would have to work hard to stand out from the competition.

“Recognizing the overwhelming importance of the contact center, we decided the best differentiator would be offering outstanding customer service using collaborative technology to empower our agents,” says Tayfun Küçük, chief technology officer at Odeabank.

#### Solution

A Cisco® Unified Communications Manager platform supports an extensive suite of collaboration applications, transforming the customer experience at all points of contact.

Within the contact center, Cisco Unified Contact Center Enterprise delivers intelligent routing and call treatment, network-to-desktop computer telephony integration, and omnichannel contact management. Agents can speak to or see customers and colleagues via Cisco video-enabled IP Phones. They also have Apple iPhones and iPads as standard, each equipped with Cisco Jabber™ for video calls.

The system’s integrated with Microsoft Active Directory, with single sign-on, giving agents the presence information to see at a glance whether colleagues are available and their preferred method of contact.

Odeabank has extended those Cisco collaboration technologies to local branches, for more innovative ideas that make life easier for customers. Outside the branch, wall-mounted touch screens offer instant 24-hour connection to contact center agents. Once inside, customers are guided by Qmatic automatic queuing systems and centrally-managed digital signage. Cisco TelePresence® SX20 and EX90 units provide further options to connect with banking experts and product specialists via immersive high-definition (HD)-quality video.



**“It’s been more than two years, and staff turnover is well below market average in our contact center.”**

Tayfun Küçük  
Chief Technology Officer  
Odeabank

## Results

The Cisco Jabber and contact center technology is playing a key role in helping the bank meet its key goal of differentiating its customer service.

As part of its omnichannel strategy, agents have multiple ways of communicating: voice, video, email, and IM chat. The culture of innovation has helped create strong employee loyalty. “It’s been more than two years, and staff turnover is well below market average in our contact center,” says Küçük.

Having entered the Turkish banking industry in 2012, Odeabank has maintained steady growth and continued to solidify achievements. In its second operating year, Odeabank moved up from 49<sup>th</sup> to 13<sup>th</sup> place among deposit banks, climbing also to 10<sup>th</sup> place among all private deposit banks. Today, it serves more than 400,000 customers, with assets of TL25.6 billion, loans of TL18 billion, and deposits of TL21 billion.

“Agents can handle a greater number of concurrent customer interactions, providing better utilization of contact center resources and enabling more work to be processed without increasing headcount,” Küçük says. “Also, because managers are more accessible, they can respond faster and make decisions more quickly.”

Building on its collaboration platform the bank has differentiated itself and enhanced customer experience further still with the introduction of Cisco Jabber Guest. The solution provides a more personalized service by allowing anyone using the bank’s mobile app to place a video call to the contact center.

## For More Information

To learn more about the Cisco architectures and solutions featured in this case study, go to: [www.cisco.com/go/collaboration](http://www.cisco.com/go/collaboration)

## Product List

- Collaboration
- Cisco Jabber
- Cisco Unified Contact Center Enterprise
- Cisco TelePresence SX20, EX90, MCU 5300 Series, and VCS
- Cisco Unified Communications Manager Version 9.0
- Cisco Unified IP Phone 8900 and 9900 Series



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