

# PRESS RELEASE

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## Case Study

### **National Bank of Abu Dhabi Chooses ASC's VoIP Recording and Quality Management**

The National Bank of Abu Dhabi, the number one bank in the United Arab Emirates, chose ASC's VoIP recording solution, *EVOip*, for evidential communications recording to protect themselves against unjustified claims for damages by documenting phone transactions and screen activities through contemporary risk management. The solution was installed for both Avaya and Cisco IP environment as well as Orange trading turrets.

In all, 20 systems were installed by the bank including branches in Abu Dhabi, Khalifa, Khlidya, Ras Al Khima, Al Ain, Muscat (Oman). The solution met the bank's needs by providing reliable, fail-safe and redundant preservation of all transactions and customer communications after it changed from a TDM telephone system to a more sophisticated IP infrastructure.

The bank also installed ASC's quality management solution, *INSPIRATIONpro*, for its call center in Abu Dhabi to ensure customer satisfaction through guaranteed quality of service. The solution evaluates customer communications including screen activities, and contains multiple features to improve performance by examining best practices and delivering customized instruction to each agent's desktop.

#### **The Challenge: VoIP Recording and Quality Management for a Bank in Transition**

The National Bank of Abu Dhabi was a bank in transition. It had changed its old TDM phone system to Avaya and Cisco IP infrastructures and needed a state-of-the-art recording solution for risk management. In addition to recording business-critical communications, it also needed to document financial activities conducted on Orange (formerly Etrali) trading turrets.

In today's highly competitive economic environment, the National Bank of Abu Dhabi, also needed to monitor and improve customer interactions including both VoIP and screen-based communications.

The complexity of the task seemed formidable both in terms of the technical environments, geographical scope and multiplicity of goals.



**The Solutions: ASC's EVOip IP Recording Systems for Avaya, Cisco and Orange; Quality Management with INSPIRATIONpro**

ASC's Integrated IP Recording Solution for Avaya Integral Enterprise was developed and tested by Avaya's Developer Connection Partner Program. The testing program ensures customers will receive tailor-made plug-and-play solutions guaranteed for full interoperability. ASC has been designated a gold-level partner by the program.

A software-only solution, EVOip provides bulk, rules-based or on-demand recording in an IP environment for either Windows or Linux operating systems. It can record up to 230 calls simultaneously and works with flexible search criteria and user-friendly interfaces to ensure fast and efficient replay of recorded customer interactions.

In a similar manner, ASC's EVOip Recording Solution for Cisco integrates with Cisco's Unified Communications Manager, was certified by the Cisco Technology Developer Program and includes similar features such as operating in active or passive VoIP environments as well as recording encrypted calls.

ASC's recording in mission-critical environments is truly put to the test for Orange trading turrets. When deals can be made, or undone, in a matter of seconds, the recording solutions must be fast, efficient and reliable. ASC ensures all its systems provide redundant, parallel recording for fail-safe operation.

ASC also ensures superior customer interactions through its quality management solution, INSPIRATIONpro.

Majed Salah El-Deen, Head of IT for the National Bank of Abu Dhabi, said, "To succeed in highly competitive financial markets, banks must acquire new customers, retain existing ones on a long-term basis and effectively reduce costs. We were faced with a wide variety of needs to meet these goals including quality monitoring for our agents and protection from liability. ASC met them all and did so in a superlative fashion.

"We know we can depend on ASC's solutions to work reliably on a global basis across complex infrastructures to preserve, document and improve customer interactions."

**The Benefits:**

The National Bank of Abu Dhabi received a fail-safe system to document its transactions in a variety of telecommunications infrastructures including Avaya, Cisco and Orange. As a result, the bank was protected from liability through a reliable risk management system.



Simultaneously, the bank commenced a quality management process to improve agent performance, partly by creating a loop of continuous learning by delivering customized instruction to the agent desktop.

Business process optimization including speech analytics helped to automatically categorize calls and facilitate the use of best practices to further improve agent performance. Its enterprise-wide impact helped the bank to remain competitive in today's challenging economic environment.

### **About ASC**

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal information, enabling companies and organizations to considerably improve their value creation: contact centers enhance customer service, efficiently deploy staff and increase productivity. Financial institutions fulfill documentation requirements, achieve a higher level of legal security and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations.

ASC's software solutions are used in contact centers to continuously measure and improve the quality of customer contacts. Data from all communication levels in contact centers are collected, brought together and evaluated to help train agents and optimize customer service. Based on the content of recorded calls and screen activities, *INSPIRATION<sub>pro</sub>* reveals improvement potentials in contact center operations including processes, marketing, sales activities, time of reaction and problem analysis.

ASC subsidiaries and sales offices in France, Germany, Japan, Poland, Singapore, Switzerland, UA Emirates, UK and USA as well as certified, powerful distribution partners realize ambitious customer projects all over the world. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.

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