



We record & analyze communications

CASE STUDY - GERI HDP



About GERI HDP

GERI HDP is an advanced credit and risk management company based in Milan, Italy. With more than 600 employees and a sophisticated contact center, it needed a next-generation solution to expand its capabilities, improve agent training and customer service, and streamline internal processes. Its existing infrastructure already included CTI, call tagging and agent management, but GERI HDP needed improved analysis of call center interactions due to its high volume of customer contacts. Moreover, as a financial institution, it required fail-safe operation and 100 percent reliability.

About ASC Technologies AG

ASC is a worldwide leading software company with innovative solutions to record, analyze and evaluate communications. All multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed. The content of communications becomes transparent, critical information is generated and market trends are revealed, providing real-time business intelligence for immediate management action.

About ADABUS

ASC's solutions are promoted in Italy through a more than 20-year partnership with ADABUS, based in Milan. ADABUS plays a major role in the implementation of projects through consulting, analysis, installation and integration, and it has sold more than 1,600 ASC solutions over the years.

“... After only a few months, we have optimized our running processes and obtained valuable information about our service level by analyzing call center interactions.”

R. Riganelli
Operation Internal Audit
GERI HDP

Taking the Next Step: ASC's Workforce Optimization Solution

GERI HDP, a large and sophisticated financial institution, needed an edge over the competition. How could it improve its infrastructure without starting from scratch?

An advanced credit and risk management company with more than 600 employees and a sophisticated contact center infrastructure, GERI HDP needed to upgrade its contact center capabilities in a very competitive industry. It was already using call tagging, CTI and agent management but needed an overarching solution to upgrade its operations and achieve the latest capabilities for agent training, customer service and analysis of the latest trends.

Speech Analytics helped GERI HDP retrieve the most critical interactions for training through best practices, and eLearning provided agent instruction on a customized basis. Workforce management ensured the right agent was assigned to the right job at the right time.

Moreover, ASC's WFO suite provided critical intelligence for the entire enterprise, enabling top executives to optimize processes and analyze trends on a real-time basis. For financial institutions, when seconds can mean the difference between success and failure, ASC's solution came through in the clutch again and again.



The company wanted to integrate its contact center with enterprise-wide operations without losing what it had already accomplished – it wanted to build on its existing infrastructure and what it knew already worked. As a financial institution, however, it could not afford significant down time or problems with compatibility from new solutions.

Based on these priorities, GERI HDP chose ASC Technologies AG and its partner ADABUS to install a workforce optimization solution compatible with its existing infrastructure. The solution addressed GERI HDP's needs for improved agent training, analysis of customer interactions for a high-volume contact center, streamlining internal processes and implementation in a seamless manner.

Mr. Francesco Sorgato, IS Manager of GERI HDP and Project Manager for the implementation of the ASC solution, said, “Our challenge, to integrate a complex infrastructure, an enterprise VoIP system and a third-party CTI environment, was seamlessly accomplished by ASC's solution in a stable, reliable and effective manner.”

The Challenge: To Incorporate Sophisticated Existing Infrastructure with a Next Generation Solution

- 1) Maintain seamless and fail-safe operation.
- 2) Improve analysis of customer interactions.
- 3) Integrate on an enterprise-wide basis.
- 4) Add new capabilities to surpass the competition.



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The Implementation: ASC's multi-faceted WFO solution transforms GERI HDP

ASC's INSPIRATION_{neo} WFO software and its VoIP recording solution improve GERI HDP's contact center by providing Speech Analytics, agent training and process optimization for 140 agent seats.

The Speech Analytics helped GERI HDP to filter out the most critical calls for analysis, an essential capability for any contact center with a high volume of interactions. Agent training was further improved through eLearning in an ongoing loop of instruction. As gaps in knowledge or execution were addressed in a customized manner, agents' weak points were identified and resolved, making them more proficient and simultaneously improving customer service.

Agent evaluation also improved as a customer feedback module either reinforced or qualified supervisor opinions. And agents became more enthusiastic as they learned new skills and received "360 degree" evaluations. Staff retention increased, minimizing the need to train new agents and thus improving customer service overall.

The installation of ASC's solution by ADABUS, its partner in Milan, ensured a smooth transition as ADABUS has implemented more than 1,600 of ASC's solutions in its history. The nearby partner also helped to ease any concerns by GERI HDP by ensuring prompt technical support and backup.

"The industry-proven recording and workforce optimization solution from ASC met our main objective: to improve customer experience in an efficient way. After only a few months, we have

optimized our running processes and obtained valuable information about our service level by analyzing call center interactions," said Mr. R. Riganelli, Operation Internal Audit of GERI HDP.

Speech Analytics

Automatic Speech Analytics identifies the most interesting, critical and useful conversations among an otherwise unmanageable number of interactions. The subsequent content analytics suggests trends and modifications based on thousands of conversations. It filters interesting calls to evaluate specific issues in a contact center and lets the entire business fix fractured processes and gain competitive intelligence.

INSPIRATION_{neo} WFO Benefits

- Speech Analytics selects critical calls for high-volume contact centers.
- eLearning provides a continuing loop of customized agent instruction.
- Workforce Management assigns the right agent to the right job at the right time.
- Enterprise-wide analysis improves evaluation of industry trends.
- Seamless and fail-safe integration is enabled with existing infrastructure.
- Improved agent evaluations increase staff retention and overall enthusiasm.
- Process optimization streamlines internal and external operations.

"Our challenge ... was seamlessly accomplished by ASC's solution in a stable, reliable and effective manner."

Francesco Sorgato
IS Manager
GERI HDP



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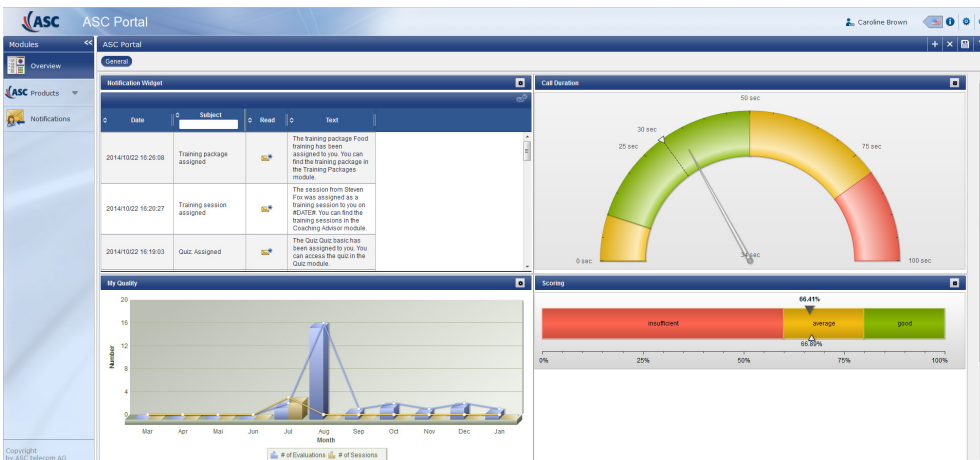
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