

Optimized Customer Services and Productivity for LON Bank



- Customer Name: LON
- Location: Slovenia
- Industry: Financial Sector
- Product: P560 PBX (Enterprise Plan)



Background

LON is a fast, flexible, and employee-friendly bank that enables customers in the local environment to achieve their goals.

The key reason for LON's existence is the satisfaction of their customers, which means providing fast and efficient banking services, fulfilling the wishes of customers and their dreams and visions for the future. With values of "Trust, Cooperation, Responsibility, Great Performance" in mind, LON is always looking for ways to provide optimized customer services.

Challenge

On their way to digital banking, LON needed a modern phone system that could facilitate business communication without in-person deals. That required a robust call center with integrated CRM to build solid connections to all their customers.

Considering the particularity of banking, the phone system should also be highly secure to protect against potential attacks. At the same time, LON wanted to constantly improve their customer service, and they hoped they could collect customer feedbacks during phone calls to make targeted improvements.

After seeing the demo presentation, they decided to move to Yeastar right away.

Solution

With the help of T-2 d.o.o, Yeastar certified partner in Slovenia, the old phone system of LON d.d. was replaced with 1 Yeastar P560 PBX System with Enterprise Plan and robust communication security safeguard. The organization's existing CRM system was seamlessly connected to Yeastar P560 via AMI (Asterisk Manager Interface) and the P-Series PBX built-in Call Center Solution was also enabled, so the bank's personnel can easily handle incoming calls from 16 SIP Trunks and provide customer services with the best efficiency.

“

It's everything we need to get work done, with new levels of performance and security. The ideal mix of services and functionality not only make our customer services easier, but cut our communications costs by half! The results of the switch were noticeable right away. ”



Results and Benefit

The migration to Yeastar P560 PBX System was proven perfect and LON d.d. has experienced a new level of efficiency in providing telephony customer services. The PBX's built-in Call Center solution not only brings all the required features—including intelligent call routing, wallboard, automatic queue callback—but also allows advanced SLA for admins to monitor their service level at ease. To automate the customer feedback collections, LON has enabled the PBX's queue call survey function at the end of phone calls, and the survey reports are generated automatically and emailed to the service center manager as scheduled.

For LON's call center agents, futile manual work is also reduced to a minimum. Thanks to the seamless PBX-CRM integration, agents no longer need to switch back and forth the CRM only to finding a customer's past service history. The CRM records will be matched and prompted up automatically to the agents when customers call.

“

With the Yeastar for CRM integration, we have found several ways to improve our workflows: click-to-dial, the screen-pop that brings up a caller's profile, and auto-logging, which keeps our agents from having to manually enter data into CRM after every call. ”