



We record & analyze communications

CASE STUDY - National Bank of Abu Dhabi, UAE



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

National Bank of Abu Dhabi

The National Bank of Abu Dhabi (NBAD), the number one bank in the UAE, was incorporated in 1968 and is listed in the Abu Dhabi Securities Exchange (ADX) under the stock code "NBAD." Ranked as one of the 50 safest banks in the world, NBAD operates in 13 countries across four continents. The bank has a network of more than 100 branches in the UAE and provides its customers with a wide variety of financial services targeting all segments of the consumer and corporate markets in addition to fund management, brokerage, financial markets, leasing, property management and private banking businesses.

ASC telecom AG

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. Financial institutions fulfill documentation requirements, achieve a higher level of legal security and reduce costs.

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.

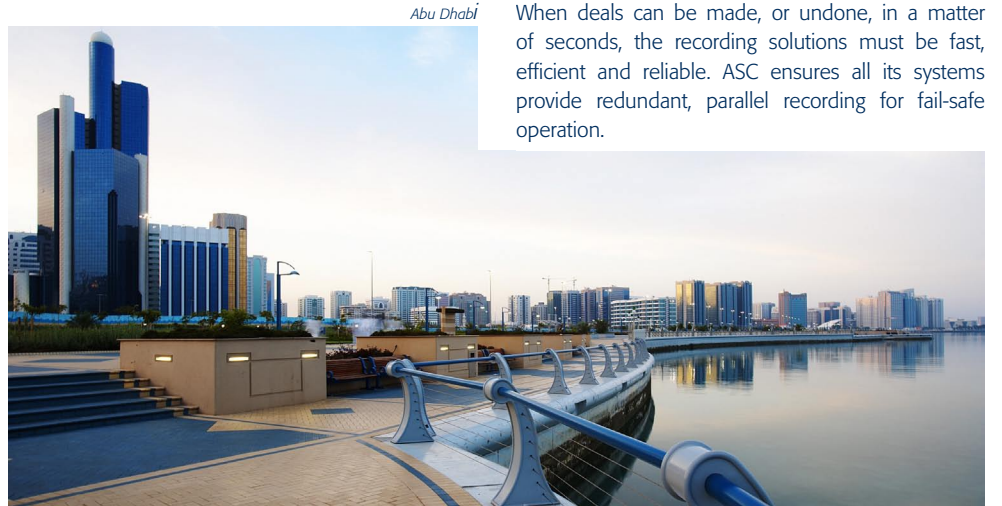
A software-only solution, *EVOip* provides bulk, rules-based or on-demand recording in an IP environment for either Windows or Linux operating systems. It can record up to 230 calls simultaneously and works with flexible search criteria and user-friendly interfaces to ensure fast and efficient replay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

"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 ..."

Majed Salah El-Deen, Head of IT National Bank of Abu Dhabi





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ASC also ensures superior customer interactions through its quality management solution, INSPIRATION_{pro}.

State-of-the-art Call Centre Solution

Majed Salah El-Deen, IT Manager and 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 state-of-the-art call centre provides 24-hour access and personalized customer support to all of NBAD customers.

Mr. Ahmed Al Naqbi, the Senior Manager of Channels and Electronic Banking Services at NBAD, said: "In the first three quarters of 2009 the 24-hour call centre of the National Bank of Abu Dhabi, the number one bank in the UAE, received over 3 million calls and generated many sales leads."

The bank plans to expand its call centre service across the GCC starting with Oman and utilize it for its E dirham G2 service.

NBAD's call centre offers multilingual services in Arabic, English and Urdu and 13 percent of the staff are UAE nationals who are trained to handle financial and non-financial enquiries and provide information about different products and services NBAD offers.

Abu Dhabi



"As the Number One Bank in the UAE, we always strive to provide the best service and a wide range of banking solutions and products to meet the ever expanding demands of our customers," said Mr Al Naqbi.

"As a forward-looking bank, we believe the new call centre will enhance the level of communications with our customers as well as allowing staff to support customers and provide them with the highest standards of service 24/7," Al Naqbi said.



H.E. Mohammed Omar Abdulla, Undersecretary of the Department of Economic Development and Board Member of National Bank of Abu Dhabi (NBAD), Mr. David Beau - Board Member along with Mr. Michael Tomalin - Chief Executive of NBAD, Senior Management of the Bank attended the official inauguration of National Bank of Abu Dhabi new call centre in 2009.

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.

"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."

Majed Salah El-Deen, Head of IT National Bank of Abu Dhabi



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