



**HOW TO INTEGRATE
MULTIPLE COMMUNICATION
CHANNELS WHILE ENSURING
A SEAMLESS CUSTOMER
EXPERIENCE**

BANKING ON CUSTOMER SERVICE EXCELLENCE WITH ALTITUDE SOLUTION



National Bank of Oman (NBO), the first local bank in the Sultanate of Oman, was founded in 1973 and is one of the leading banks in Oman. The bank serves its customers in Oman through 70 branches and 177 ATMs and CCDMs. NBO offers a complete range of corporate, retail, Islamic, and investment banking services.



3.000
interactions per day



operates 24 hours a
day, 7 days a week,
365 days a year.

WHERE WE STARTED

National Bank of Oman needed to be able to access a past call, if necessary, to clear up any confusion that might arise between its CSRs and customers regarding a specific transaction. Therefore, a VoIP recording solution, powered by Datavoice technology, has been integrated in the project.

The solution provides real-time recording, storage and retrieval of pure IP telephony sessions. It is fully integrated with the Cisco network and Altitude's IP Contact Centre suite. Call recording technology enables NBO supervisors to trigger recording based on the content of the call. It also includes centralized archiving enabling supervisors to access recordings from any location at any time.



"With our significant commitment to customer service excellence, Altitude Software provides us with a critical tool for managing key interactions with our customers."

Mr. Salaam Said Al Shaksy - Chief Executive Officer, NBO



INCREASING OPERATIONAL BENEFITS USING ALTITUDE'S SOLUTIONS

WHAT WE ACHIEVED



Reduced Average Handling Time (AHT) by authenticating customers through the Voice Portal prior to delivering the call to the agent.



Reduced costs by providing the capacity to service mass customers at the contact centre and not at the bank branches.



Reduced time and cost of generating manual reports regarding the overall activity of National Bank of Oman's customer service operations.



Reduced training expenses and improved agent productivity.



Improved customer retention as the skills-based routing tool enables the distribution of inbound interactions intelligently to a specialist agent.



Handling advanced intelligent inbound routing and outbound dialing and communicating with customers via email, text message, fax or through rich self-service voice applications

“Our aim is to continue enhancing the Bank's profile and reputation in the Gulf region and to be recognized as a premier retail, corporate and private banking institution by offering innovative products and services, and using state-of-the-art service delivery systems”

Mr. Salaam Said Al Shaksy - Chief Executive Officer, NBO

CONTACTS