

## CaseStudy Bankinter

### Bank Increases Close Rate by 35%, Satisfaction to 85% with Collaboration Solution

Bankinter's motto is: "If you think all banks are the same, we would like to meet you." The bank continuously develops new technologies to deliver innovative services to its customers. In October 2007, Bankinter launched a video call service that customers can launch by clicking a link on the bank's web site. The service, based on Dialcom Network's Spontania Unified Communications (UC) software, leverages the pre-existing Bankinter contact center infrastructure to avoid disruptions and reduce the required investment.

Customer response has been very positive – in the first six months the bank has completed about 30,000 video calls with customers. Approximately 25% of the calls have resulted in a sale compared to 18% for existing channels. In the first six months, the new video call channel generated revenues that have exceeded the bank's expectations and has become a significant profit center.

### Selecting the UC platform

Bankinter is one of Europe's largest online banks and top overall banks in Spain with total assets of €46 billion. Over 60% of the bank's active clients use the bank's Internet site and 66% of transactions are currently performed through remote channels. 55% of transactions are performed over the Internet and 5% via mobile phones. In 2005, the bank explored use of videoconferencing to communicate with customers. "We wanted to combine the efficiency in communications of the Internet with the ability to obtain additional information from a real person whenever required," said Jorge Andreo, Innovation Project Manager. "We wanted to make sure that we provided the right person at the bank to address the customer's issue at the moment they needed help. Finally, we wanted to utilize the new videoconferencing channel to enrich the communications with the customer by providing audio, video, application sharing and remote control of the computer when needed."

"Our testing showed the Spontania for contact centers platform met our needs better than any other alternative," Andreo said. "First and foremost, Spontania works every time so it provides a positive experience to our customers. Spontania delivers an acceptable level of voice, video, and data quality even over slow Internet connections. Spontania also integrates with our complete existing architecture including our public branch exchange (PBX), automated call distribution (ACD), computer telephony integration (CTI) and CRM systems. Spontania's integration capabilities eliminated additional time and cost that would have otherwise been required to replace any of these systems.

### How the collaboration system works

Bankinter designed the implementation to provide access to the video call service in three ways. Buttons are provided for on-line video call support on web pages where there is frequent need for customer assistance due to the complexity of the product or transaction. Video call pop-ups are used to deliver specific offers to specific clients. Custom access to the video call service can be provided in other situations either at the customer's request or the bank's initiative.

The video call service is very simple for customers to use. When customers select the video calling feature, an Active X control is automatically installed, which performs a multimedia test and automatically configures the customer's sound card. The entire installation process takes less than one minute. Then the client application appears in the lower part of the customer's screen including video of the Bankinter representative and controls for text chat and volume. When the Bankinter representative wishes to share an application or send a file, a window appears in the customer's PC requesting permission to do so.

### Results exceed expectations

The Spontania application has reduced Bankinter's business process cycle time, in this case specifically the selling process. The customer inquiry reaches a sales representative with detailed information outlining what the customer is interested in. This eliminates the need for a lengthy qualifying process that was required in the past. The new video call service has been included in Bankinter's monthly customer satisfaction surveys and results to-date show 85% of customers are happy with this service, which is about 10% higher than the average rating for the bank's services.

"The adoption rate of the new service has been very fast on the part of both customers and employees, Andreo concluded. "Almost 30,000 video calls were completed during the initial period. The sales conversion rate was almost one and half times the rate of similar alternatives that were available before this channel was opened. The volume of sales closed through the new channel in six months has already exceeded our investment and has grown steadily through this period."