

Client case

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About ING

Since September 2009 the HR Contact & Services department of ING has worked with Online Contactcenter Online Contact Centre Services. The HR Contact & Services department is part of the HR Shared Service Centre within ING. Shared Services handle all HR-related issues and are responsible for all HR back-office operations within ING. The department is the contact point for all 29,000 staff, managers and those on pension within ING Nederland who have employment-related queries. To provide employees with correct and quick answers, the organisation needed a new telephony solution. The solution needed to provide a greater insight into the statistics of all the incoming telephone traffic of the HR Contact & Services department. In the past the department had had insufficient insight into the volume of the traffic, who was calling and how often. ING also needed a CRM tool for recording conversations which would be easy to implement.

The existing Avaya solution was unable to furnish ING with the desired statistics. At the same time major CRM tools suppliers like Siebel and SAP were often costly, and there was a long implementation trajectory. "We opted for Online Contactcenter Online Contact Centre Services because this telephony solution already had an integrated CRM tool, while at the same time it was offered as hosted so that implementation time would be shorter. The departmental supervisor can now use real-time information and by default has access to 30 historical reports. With the arrival of Online Contactcenter we brought in a wealth of information we can use to monitor the quality of the calls and to analyse call statistics," notes Joop Fiers, Manager of HR Contact & Services.

The CRM solution within Online Contactcenter ensures customer recognition. Before being connected to the department, ING workers have to enter their employee number so that the call centre agent can directly access several of the caller's details. As soon as a call arrives in the contact centre the ING employee's staff card appears on the screen. Alongside the name, employee number and organisation department, all previous contact occurrences are shown. The agent thus has everything to hand to deal with the call quickly. The department's internal clients have rated this as pleasant. ING works consistently on enhancing employee satisfaction and this appears to be bearing fruit. Since 2004 an annual survey has been conducted among staff who have been in touch with the HR Contact & Services department. The most recent customer satisfaction survey showed that employees have again been more satisfied with the department's service, and with the arrival of Online Contactcenter this rising graph will certainly be continued.

Within ING Online Contactcenter has provided more insight into the call traffic and a source of management information to be able to conclude calls efficiently. According to Fiers the flexibility, the extensive reports and the fact that the solution works in combination with the existing telephony environment, have all ensured that the choice to opt for Online Contactcenter was a quick one. "Online Contactcenter's monitoring tools were perceived as extremely easy. As supervisor and team leader you can keep a constant watch on what's happening on the floor, which agents are available and the extent of the current service level. So ING is fully in control."

Online Contactcenter's benefits for ING are:

- Integration with existing telephony environment
- An integrated CRM solution
- The ability to deploy agents flexibly
- Extensive reporting features
- Monitoring tools
- User-friendliness



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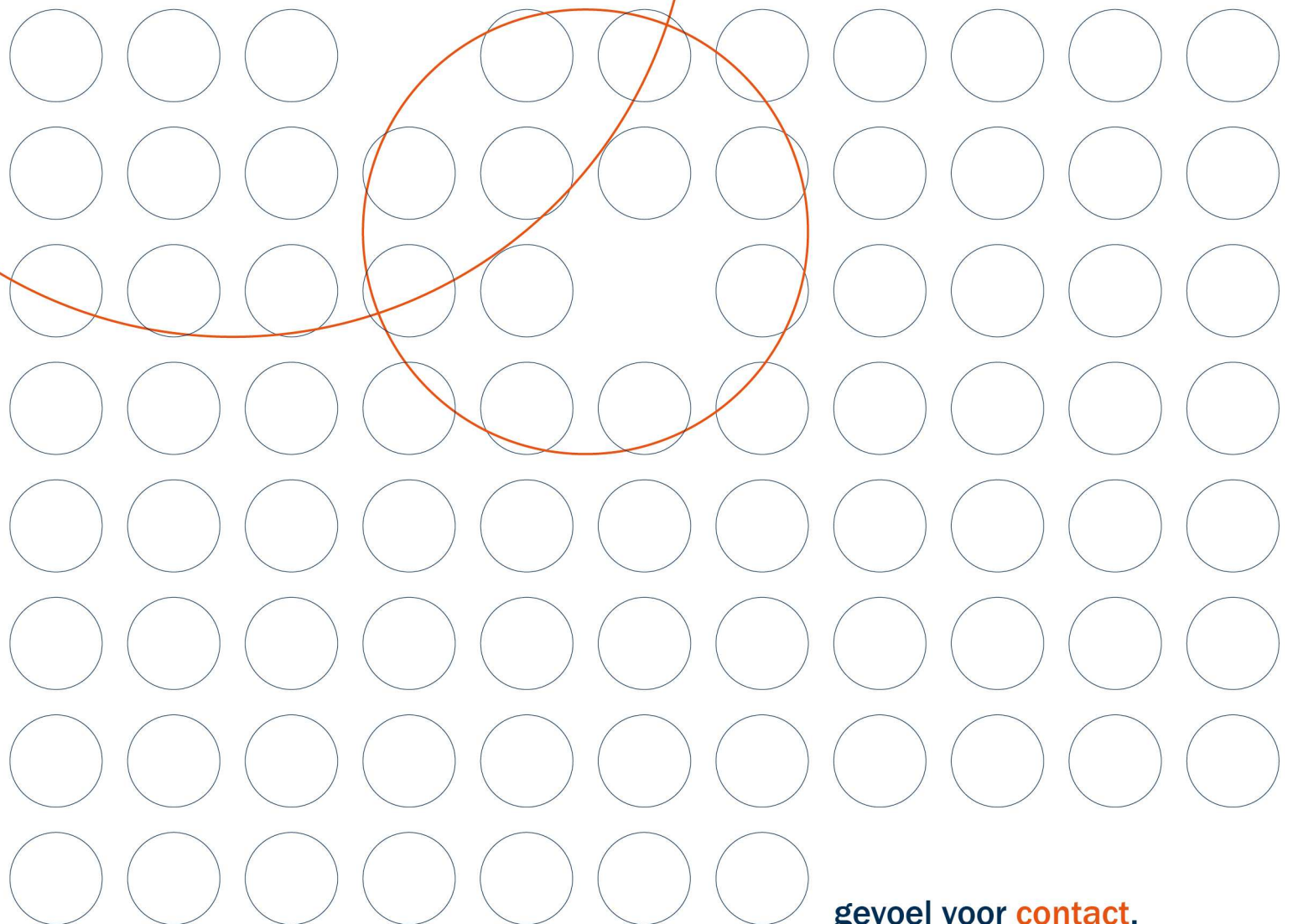
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