



BANK TAKES CUSTOMER AND EMPLOYEE SUPPORT TO THE NEXT LEVEL

LA CAIXA

/// CASE STUDY



When Spain's leading savings bank wanted to expand into new markets, it decided to outsource its customer- and employee-facing support operations to EDS, an HP company, freeing the bank to focus on growth. EDS' industry-best processes now deliver unprecedented flexibility, efficiency and scalability, not to mention cost savings that la Caixa can reinvest in growth.

CLIENT PROFILE

www.lacaixa.es

La Caixa is the premier savings bank in Spain and the third largest banking institution in Spain.

Industry: Financial Services

Headquarters: Barcelona, Spain

Business Needs Addressed:

Growth

Productivity

La Caixa wanted to expand its banking business into new markets

Although it has long been one of Spain's leading savings and investments banks, la Caixa aspired to be the country's top financial services institution. Accomplishing this goal required doubling its business, and with the Spanish market nearly saturated, la Caixa set its sights on expanding into international markets.

The bank needed a technology partner that could enhance employee services, create process efficiencies and optimize employee productivity, freeing bank managers to focus on growth.

What's more, reaching and retaining new customers meant elevating its customer service experience. La Caixa envisioned the integration of new banking channels, highly responsive contact center service and business intelligence tools to better manage customer relationships.

La Caixa partnered with long-time IT ally EDS for a comprehensive customer- and employee-facing operations support solution that would boost its competitive position and ultimately drive growth.

EDS contact center outsourcing optimized customer and employee service

Prior to EDS' involvement, la Caixa managed its employee help desk and customer contact center internally. However, with more than 5,600 branch offices and 8,000 self-service terminals across Spain, la Caixa's geographic footprint required customer and employee support beyond the bank's capabilities.

EDS acquired the bank's customer service operations, absorbing approximately 70 employees to leverage the knowledge within the enterprise and minimize the learning curve. This allowed EDS to introduce industry-best practices, while gaining greater visibility into la Caixa's business environment and specific needs. Working closely with la Caixa, EDS integrated standardized processes and leading-edge voice, Web and Web mail functionality across two EDS-managed contact centers in Barcelona and Valencia.

ENHANCING VISIBILITY INTO CUSTOMER RELATIONSHIPS

EDS integrated la Caixa's customer relationship management (CRM) solution from Oracle's Siebel into the contact center digital switchboard, ensuring that every customer inquiry is linked to a detailed call history, including all actions taken. Going further, EDS integrated a Voice-over-Internet protocol (VoIP) solution that provides audio for the calls.

Together, these applications give la Caixa an end-to-end view of customer relationships, while generating statistical data that bank managers can use for market analysis and strategic planning when reaching out to potential customers.

Services featured

- Contact Center Outsourcing Services
- Service Desk Services

La Caixa's new customer contact centers now offer an automated Web tool as an additional channel for obtaining customer support. The intuitive, fill-in-the-blank Web form template simplifies and speeds customer inquiries, expediting issue resolution.

For more complex product and service inquiries, EDS contact center agents are available to troubleshoot and provide knowledgeable, highly responsive support. Beyond home banking technical support, the contact centers allow customers to report lost/stolen ATM cards, manage credit card credit limit increases, buy and sell equities, as well as protect their assets from the risk of fraud.

To better serve la Caixa's employees, EDS delivered its service desk employee technical support solution. This included the implementation of a Web-based knowledge center for branch employees, which now provides self-service support for a wide range of branch operations and transactions from customer management to applications and processes. Today, by utilizing the online resource, branch employees can resolve issues independently, and therefore, more efficiently.

EDS helped the bank improve competitive position and growth potential

AQmetrix recently ranked la Caixa's CRM support for end users as the best in the financial services industry. And EDS' innovative Web-based knowledge tool has proven so effective that la Caixa has entrusted EDS to take on credit card processing, including activation, sales and support.

With EDS managing la Caixa's customer contact center operations, la Caixa has been able to take customer service to a whole new level, which improves the bank's competitive position, and as a result, its reach. Indeed, EDS' contact center solution has reduced average call response time to less than 30 seconds, resolving most issues on the first call.

Meanwhile, EDS' employee service desk now gives branch employees a self-service support tool for getting the answers they need when they need them. As a result, employee productivity has improved 50 percent, ultimately improving customer service across the bank's 5,600 branches.

La Caixa is now equipped to support continued growth, confident that its customer contact center and employee service desk solutions can deliver the scalability and service excellence it needs to sustain the momentum.

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