

# ENGAGE MORE CUSTOMERS TO GROW YOUR BUSINESS

DISCOVER THE PERKS OF OUR TECHNOLOGIES,  
WHICH CAN SIGNIFICANTLY HELP YOU ENHANCE YOUR BUSINESS.



Address New Audiences

\* phone \* VoIP \* email  
\* chat \* web forms \* fax



Be Time Efficient  
Authentication faster  
by 66% \*\*



Increase Your Sales



Even Better  
Customer Care



Enhance Your Strategy

## Is your way of communication attractive for new demanding audiences?



MULTICHANNEL



CUSTOMER CARE

New generations of customers expect companies to be approachable 24/7 through multiple integrated modern channels. In other words, they want to communicate with their favourite bank, telco provider or brand as they would with their family or friends.

Slovenská sporiteľňa is the largest commercial bank in Slovakia with 2.5 million clients. To its contact center, we have implemented modern communication channels which save time and money for the bank's clients. Moreover, they are available to each bank client with internet access, regardless of their whereabouts, while maintaining high security levels.

- SporoCALL - web application through which the client is able to call from the webpage and to deal with transactions in their account
- Skype – customers of Slovenská Sporiteľňa can use Skype to handle their bank transfers or to communicate directly with the contact center of their bank
- SporoCHAT – for customers who prefer instant messaging communication, we have implemented the chat platform, loaded directly in the bank's website, also offering co-browsing help

\*\* Average length of time necessary for our client to authenticate identity of calling clients in order to execute banking operations was shortened by 66% thanks to our implementation of biometrical voice recognition system.

## Less time for security, more time for your business

**TIME EFFICIENCY****INNOVATION****CUSTOMER CARE**

Voice Biometrics recognition and verification system has reduced the time necessary to authenticate calling customer by 66%, bringing more efficiency for contact center and higher comfort for bank's customers.

Our client, Tatra banka, a member of Raiffeisen Group, is one of the key players in the banking industry and the leader in offering innovative services to its customers. Hence, Tatra banka implemented secure and reliable technology which enables their customers to authenticate their identity through just their voice, based on a comparison to a previously recorded voice sample.

## Save costs through text-to-speech automated contact centre

**INNOVATION****TIME EFFICIENCY****COST EFFECTIVE**

Sometimes customers calling the contact centre know exactly what kind of information they need. It can be their bank balance, current conversion rate or information about a new product. For different reasons such as time or discretion, it may be more convenient for customers to use an automated system to fetch the information rather than interaction with a person on the other end of the line. As a result you save time of your customers and also your operation costs.

Our system, which is activated when the bank customer calls the contact centre, communicates directly with the interface of the banking system. After the software verifies the identity, requested information is looked up. Integrated text-to-speech application reads it aloud to the calling client, just as a human contact centre agent would do.

## Keep track of your workforce potential

**TIME EFFICIENCY****SALES EFFECTIVITY**

Scheduling of work shifts of medium or large contact centres is a time consuming process. Its irregularities can cause possible mistakes. Our implementation of Workforce Management System by Verint into the contact center of Tatra banka has significantly reduced work load of employees responsible for shift planning. Also, we have increased cost effectiveness and the flexibility of the contact center's manpower. As a result, they can focus on raising the revenue for the bank.

Workforce Management System:

- scrutinizes workflow settings
- detects potential problems and conflicts
- suggests improvements in processesp

And thus:

- reduces workforce costs
- saves time
- enhances production and/or sales efficiency of your business

## The voice of your customers can help your business grow

**STRATEGY BUILDING****INNOVATION****SALES EFFECTIVITY**

Recording phone calls and interactions with customers has become standard in almost any industry. The recordings only, however, is just the first step. Following analysis of their contents is absolutely critical not to waste sales opportunities for your business.

Speech Analytics solution automatically analyzes call content:

- to reveal insights on reducing costs and improving products, processes, and the customer experience
- to help organizations identify competitive opportunities and threats and the root cause of customer dissatisfaction and call volumes
- to understand drivers of customer loyalty across the enterprise

Let Soitron help you not to miss another business opportunity.

## Why choose Soitron?

**We are the number one partner for several key players in the market, providing complex technological solutions as well as disruptive innovations regarding modern contact centres.**

Our company has long been active in the European market as a systems integrator in the areas of IT Infrastructure, Unified Communications, Customer Interaction, Content Management, Security, IT Services and Outsourcing. Since 1991 we have been helping companies such as Tatra banka, Slovenská sporiteľňa, Orange, E-On, J&T, Hewlett Packard and many others to grow their business.

Our philosophy is to continue moving forward; which makes us the leader in implementing unique technologies and innovative solutions. This is reflected in Soitron Group annual turnover of more than 107 million EUR in 2013. Currently we have more than 600 international experts working for us, including professional teams in Slovakia, the Czech Republic, Romania, Bulgaria, Turkey and the United Kingdom.

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