

Customer Feedback Management System for a leading Bank in Middle-East

To record all customer queries, complaints, requests, compliments and suggestions at the contact Centre and branches. To further process all such queries, complaints, requests, compliments and suggestions through a bank's internal process and address them to ensure customer satisfaction. To integrate the feedback management system to the core banking system to ensure effective functioning of the call centres.



Overview:

The customer Bank is a leading financial services provider in the Middle-East with a strong presence in Corporate Banking, Retail Banking, Investment Banking, Treasury, Private Banking and Asset Management. The Bank has a network of 137 branches, 415 ATMs, 141 CDMs and 4500 PoS terminals.

Challenge:

Banks serve a huge customer base on a daily basis. In the financial sector, customer satisfaction is the key factor for success. Banks need to take care of customer queries, complaints, requests, compliments and suggestions and record them for further internal processing of the bank to ensure customer satisfaction. As an effective service centre solution needs to be installed which also needs to be integrated with the core banking system to ensure the call centre personnel have access to the customer's banking data so that they can easily serve the customer's queries.

Methodology & Approach:

AL TOMOUH provided the customer with the AL TOMOUH eService integrated with the Core Banking System. eService is very capable and widely implemented customer servicing software in Middle-East.

AL TOMOUH Service Manager (eService) which is integrated with ININ contact centre is provided to the client. AL TOMOUH Service Manager (eService) is a web based enterprise ITIL compliant Service Management System powered by the AL TOMOUH eOffice Platform. It is a comprehensive software solution through which various requests and complaints can be recorded, followed up, processed and communicated.

AL TOMOUH Service Manager is focused to help various service departments within an organization or government ministry to achieve extra-ordinary levels of service and monitor the Service Levels to ensure that good and timely service is provided to the end customers. As the solution is powered by the eOffice Platform, it is available in open source technologies which are easy to implement and commission within an enterprise or department of a government ministry or agency.

The modular architecture allows it to be implemented in one division of an organization and expand it to rest of the organization. AL TOMOUH provides flexibility to our customers in implementing the solution in a bottom up approach (Section-Division-Department- Organization) to ensure the buy-in from the users and institutionalizing across the department and the organization as a whole.

Outcomes & Conclusion:

Easy recording of all queries, complaints, requests, and suggestions received at the contact centre.
Easy access to all such information to the respective personnel of the bank. Availability of all such records for future references.

Ensuring customer satisfaction by addressing all such queries received at the contact centre.
Integration with core banking solution helps in addressing the customer's queries more with evidence via snaps of price tags. Quick and easier to address the feedback and resolution of complaints.

About AL TOMOUH

AL TOMOUH an IT Services Company providing software solution platforms specializing in a broad range of services such as Consulting, Application Software Development & Maintenance, Managed Operations IT Services, SMS, Cloud services etc., and solution offerings which include Office Automation, eVISA, Service Management, eServices, Document Management, Archive, Record Management, Mobile Apps, SMS gateway, CRM and HRMS etc.