



SAGA

new frontier group

Short Overview

City and State

Ulaanbaatar, Mongolia

Industry

Banking

Customer

XacBank is one of the largest banks in Mongolia that works with residential clients, small and medium size enterprises as well as large corporations.

Customer Needs

Replacement of the existing Contact Center with the new, modern, centralized solution with advanced functionalities that did not exist in the previous Contact Center.

Solution

A Contact Center based on the Interactive Intelligence platform, combined with Microsoft Dynamics CRM has been implemented. These two system parts are unified by Saga's Agent application.

Benefits

- Integration of Contact Center and CRM
- Centralized interface that supports all of the benefits of multi-channel Contact Center
- Shortening of "time-to-market" time for new services that are implemented through the Contact Center
- Increase of efficiency, because one person can administer the entire system
- Easy to upgrade

Contact Center in Mongolia

Interactive Intelligence Contact Center and Microsoft Dynamics CRM, unified by Saga's Agent application in Mongolian XacBank

The implementation of the complete Contact Center, CRM system and their connection through an application developed by Saga, provided all conditions for the much better client service of Mongolian XacBank. System administration is simplified, time from design to presentation of new offers to customers has been shortened, as well as for adding of new modules that increase the functionality of the whole system. XacBank can now react much more dynamically to any market changes and offer its customers new services through the Contact Center more quickly.

„With the Contact Center that is implemented in our bank, we have reached the stated goal to provide safe and reliable operations. Interactive Intelligence Customer Interactive Center, implemented by Saga, does not require advanced technical resources on our side, it is simple to configure and cheaper compared to other systems we had considered. The system has a high level of integration with other products such as Microsoft Dynamics CRM, Oracle Right Now CX Cloud Service, SAP, Sales Force and Oracle Siebel CRM, it is user oriented and with modern design. During the implementation of this system, we learned a great deal from Saga's engineers and we look forward to our future cooperation, thanks to which we will turn our Contact Center into a profit center.“



Byambasuren Enkhjin
Director
Customer Contact Center
XacBank

„Although Saga has a lot of experience on implementation of Contact Centers as a subcontractor for other companies around the world, this was the first time that the company entered a tender as a contractual party in Mongolia. Our solution was chosen as the best by an independent consultant from Australia. The biggest challenge was the distance and time difference of seven hours. Since Mongolia is not the destination that can be reached quickly, we had to do precise planning of every detail, both of costs and time limits. Our initial planning was that the whole job would be done in seven departures to the client, but thanks to good coordination we managed to finish everything with one departure less.“



Marko Adzic
Director
CC&CRM Dept.
Saga

Customer Profile

XacBank is one of the largest banks in Mongolia, with a focus on residential customers and small and medium sized enterprises. With 1700 employees working in 101 offices and four business center, this bank is serving more than half a million customers.

Solution

The solution implemented in XacBank is composed of two independent components that are connected through Saga's application. Contact Center with 17 agent seats is based on an Interactive Intelligence platform and Microsoft Dynamics CRM, which are linked through Saga's Agent Application. Thanks to it, the two mentioned components are connected through a single interface that communicates with agents in the Contact Center on one side, and on the other with two different software products.

Through the interface provided by Agent Application, maximum utilization of the multi-channel contact center advantages provided by Interactive Intelligence platform has been ensured, with access to all customer data stored in Microsoft Dynamics CRM. Thanks to that, all prerequisites for creating personalized reports based on a much larger number of input parameters are achieved, which would not be the case if reports were made based on independent data from these applications. Specifically, XacBank has been given the possibility to classify calls, gather information about existing and potential clients, ticketing module... System setup like this is a base for easy expansion of number of agent seats, as well as services that may be offered through this platform.

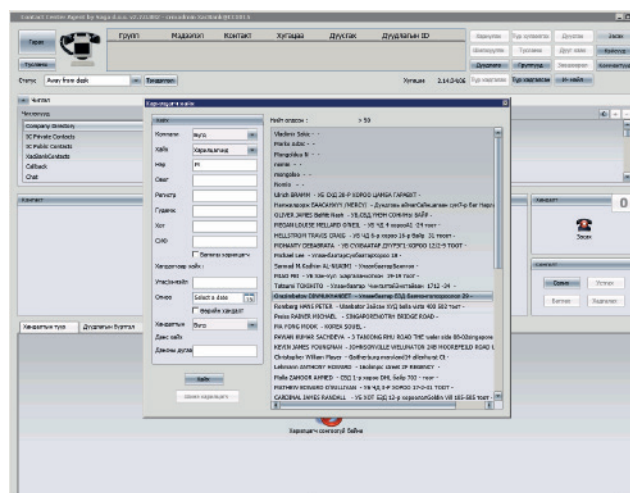
Implemented XacBank Contact Center is composed of two parts - the incoming and outgoing Contact Center. Inbound Contact Center provides customer support, while outbound Contact Center is used for activation of the electronic services, debt collection and sales campaign.

While designing this solution, the two best platforms that are further enhanced with Saga's Agent Application were chosen. Selected platforms provide easy maintenance, deployment and usage. All critical components are redundant, so that security and stability of work is provided even in some unexpected situations.

Saga's Agent Application has been designed and implemented so that, within just a few days, it can be adapted to all the requirements of the client. One of the major requests that appeared on specific projects was the need for localization of application in the Mongolian language, which was successfully completed with the help of local translators and engineers in charge of the Contact Center in the bank itself.

Applied Solutions

- Interactive Intelligence Customer Interaction Center 3.0
- Microsoft Dynamics CRM 2011
- Microsoft Windows Server 2003
- Microsoft Windows Server 2008
- Microsoft SQL Server 2008
- Saga's Agent Application



Benefits

The biggest advantage of the implemented solution is in implementation of centralized Saga's Agent Application. In business terms, "time-to-market" for the implementation of new services has been shortened, thus creating the possibility for a more dynamic response to market needs. This solution provides all the advanced capabilities of the Contact Center, from call routing and prioritization of calls, agents training, conversations recording for quality assurance and other legal matters that could occur, IVR systems, as well as advanced customer relationship tools toward customers.

Result

XacBank got a new, modern, all-in-one system with fully integrated Contact Center and CRM in the background. The system is easily scalable and enables creation of the unique solutions for future needs. Saga's solution of merging the two disparate technologies (Agent application) that is implemented in XacBank has won the prestigious NFG Innovation Award, which is awarded to the best innovative solutions designed within the New Frontier Group.

The project was implemented from the beginning by Saga and it completely relies on Saga's resources. Saga has performed all steps, from the analysis of the current situation, implementation and support to the post project management. With this, Saga has shown that it is able to carry out the project that is being implemented in a completely different life and business environment, where, due to time difference and poor knowledge of the English language, potential problems in communication can arise.