



CUSTOMER PROFILE:

Financial Services

WEBSITE:

www.itaubr.com

LOCATION:

Sao Paulo, Brazil

BUSINESS NEEDS:

Improve internal and outsourced operational efficiency by standardizing and centralizing its recording/service platform

NICE SOLUTIONS:

- NICE Interaction Management
- NICE Interactions Analytics
- NICE Quality Management
- NICE Real-Time Activity Monitoring
- NICE Real-Time Authentication

THE IMPACT:

- Increased high availability of the recording system platform from 20 to 100 percent
- Increased screen capture recordings from 0 to 15 percent
- Monitored 100 percent of recording channels (internal and outsourcing) in real time
- Stored 100 percent of voice and screen storage, distributed in two different locations with replication
- Added new features and advanced solutions for more value to Itau's diverse lines of business and performance in the Brazilian market
- Internalized the contact center recording structure

ON THE NICE SOLUTION

“The NICE solution is robust and allows scalability to meet all Itau databases, in a centralized way and with high availability in a standardized environment.”

Alvaro Torres, IT Manager, Itau



INCREASING RECORDING CAPABILITIES AND OVERALL PERFORMANCE

ABOUT ITAU

Itau provides financial services to customers, companies and managers, answering questions about products, services and banking procedures, as well as helping navigate the products and solve problems. More than 20,000 agents seats handle 63 million calls monthly, both inbound and outbound.

THE CHALLENGE

Itau knew it had a problem with its prior environment. Their recording process was in various decentralized systems supplied by outsourcing and had different recording versions. There were different quality processes. And they had difficulty finding recorded interactions and conducting internal audits. Ultimately, they wanted to improve the customer experience and reduce the volume of repeat callers and the rate of complaints.



THE SOLUTION

The goal was to internalize, standardize and centralize the systems and operations to have a more reliable and responsive environment. They selected the NICE solution based on four criteria:

- Price
- Strength of the NICE Team
- Interoperability
- Unique solution suite and standardization

Besides Itau's goal of internalizing, standardizing and centralizing their processes, the NICE implementation also aimed at ensuring that their interactions were highly available, within a more efficient environment and, compliant with regulatory processes. The new solution allowed them to record 100% of calls, and to comply with the national requirement of five-year storage of calls.

The solution also let them outsource controlled operations: more than 20.000 voice recorded seats. The upgrade of existing recording platforms for internal operations (individual and corporate) from release 3.2 to 3.5 allowed a total of 17,760 seats. In addition, they integrated their solution with their WFM system and CTI vendors such as Genesys and Altitude to improve more efficient search process of calls

NICE managed and led all the implementation/communication processes between Itau and NICE partners involved. In addition, NICE directly carried out the implementation/migration of the recording platform and provided consulting services to support partners in business-oriented solutions. Itau believes that having NICE as partner/leader in this project facilitated and ensured the implementation's successful execution.

Itau's IT/internal project team received technical training, especially regarding the administration of the platform. Users also had training in the solution to execute their daily activities.

Itau's NICE solution is integrated with three systems:

1. WFM – to update User Admin hierarchy (SmartCenter).
2. CTI – to attach business data to the recording information to generate insights in Interaction Analytics.
3. SAS – to generate analytical information to improve QM processes.

The Itau team reported that the NICE solution was robust and allowed scalability to meet all their databases. The data was now centralized and highly available in a standardized environment. The new integrated solution ensures the safety of the recordings/ information and efficiency in managing the environment (in grouping small business lines). Itau has continued to invest in its infrastructure/ business model thanks to the ongoing evolution of its enterprise.

“It's an integrated solution that ensures, above all, the safety of the recordings, and efficiency in managing the environment.”

Carlos Truffa, IT Coordinator, Itau

ABOUT NICE SYSTEMS

NICE (NASDAQ: NICE) is the worldwide leader of software solutions that deliver strategic insights by capturing and analyzing mass quantities of structured and unstructured data in real time from multiple sources, including, phone calls, mobile apps, emails, chat, social media, and video. NICE solutions enable organizations to take the Next-Best-Action to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE solutions are used by over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies. www.nice.com