

**CUSTOMER PROFILE:**

Financial Services

**WEBSITE:**<https://www.suntrust.com>**LOCATION:**Atlanta, GA; Richmond, VA; Orlando, FL;  
Cookeville, TN; Nashville, TN; Charlotte, NC**BUSINESS NEED:**

SunTrust wanted to improve their quality management and realize the benefits of synchronizing their results with other NICE solutions.

**NICE SOLUTIONS:**

- NICE Interaction Management
- NICE Quality Management
- NICE IEX Workforce Management
- NICE Performance Management

**THE IMPACT:**

- Successfully replaced their existing quality management system and gained more advanced capabilities
- Captured 100 percent of their customer interactions
- Monitored agent performance to improve service quality
- Generated detailed reports for further analysis

**ON THE NICE SOLUTION**

**“We elected to switch to NICE for more dynamic call evaluation and data capture. Improved ability to manipulate the evaluation forms dynamically was a primary factor in our decision.”**

Dwight Chowning, Assistant Vice President, SunTrust



# IMPROVING QUALITY MANAGEMENT

**ABOUT SUNTRUST**

SunTrust Banks, Inc., with total assets of \$173.4 billion on December 31, 2012, is one of the nation's leading financial services holding companies.

Through its flagship subsidiary, SunTrust Bank, the company provides deposit, credit, trust and investment services to a broad range of retail, business and institutional clients. Other subsidiaries provide mortgage banking, insurance, brokerage, investment management, equipment leasing and capital markets services.

Atlanta-based SunTrust enjoys leading positions in some of the most attractive markets in the United States and also serves clients in selected markets nationally.

SunTrust's more than 1,600 retail branches and 2,900 ATMs are located primarily in Florida, Georgia, Maryland, North Carolina, South Carolina, Tennessee, Virginia, West Virginia and the District of Columbia. In addition, SunTrust provides clients with a full selection of technology-based banking channels including online, state-of-the-art customer services centers, and through the latest mobile devices.

**THE CHALLENGE**

SunTrust has six contact center sites with over 2,000 agents handling up to 35 million interactions annually.

As a financial institution faced with the current economic and social environment, it was essential for SunTrust to implement tools with the flexibility to respond to customers in a dynamic fashion. The company sought to enhance their quality management. Since the solution that SunTrust was using from another vendor had very limited capabilities, they needed to replace it with one that provided more dynamic call evaluation and data capture as well as the flexibility to grow as the organization evolved.



## THE SOLUTION

SunTrust had a long-time relationship with NICE as a NICE IEX Workforce Management and NICE Performance Management customer. With two successful applications already in use, they investigated opportunities to strengthen the relationship to include advanced quality management solutions and once again the process was a true success and great partnership.

**“BASED ON THE SUCCESS OF OUR EXISTING RELATIONSHIPS WITH NICE USING NICE PERFORMANCE MANAGEMENT AND NICE IEX WORKFORCE MANAGEMENT APPLICATIONS IT WAS CLEAR THAT MORE BENEFITS COULD BE RECOGNIZED. WE REALIZED THAT ADDING NICE QUALITY TO OUR REPERTOIRE WOULD ALLOW US IMPROVED EFFICIENCIES AND FUTURE FLEXIBILITY WITH ENHANCEMENTS IN TODAY’S EVER CHANGING ECONOMIC ENVIRONMENT.”**

Dwight Chowning, Assistant Vice President, SunTrust

NICE Performance Management and NICE IEX Workforce Management were previously integrated and sharing data via Smart Sync with their Avaya application. They wanted to enrich the functionality of their system by synchronizing the results from their existing NICE solutions with their new NICE Interaction Management and NICE Quality Management to gain a more holistic picture of their contact center operations.

To incorporate NICE Interaction Management and NICE Quality Management into the SunTrust infrastructure, NICE provided the relevant technical support. NICE Interaction Management enabled them to capture and store their interactions, while NICE Quality Management offered them the capability to leverage those interactions to enhance the quality of their service.

The initial goal was to install NICE Quality Management to mirror the functions of their existing application. Shortly thereafter, the NICE solution was successfully installed and accepted.

Existing quality management processes and procedures were subsequently adjusted with many improvements to create a new environment that allowed for more teammate engagement. The addition of NICE Quality Management allowed SunTrust to incorporate voice and data capture with coaching and performance options available via iPerform. Teammates enjoyed greater ability to understand and drive their own performance.

Additional capabilities including data capture, call monitoring and reporting were also incorporated to better gauge the service that they were providing their customers. SunTrust also combined multiple ACDs into a single enterprise ACD to create a more dynamic and efficient environment.

SunTrust’s positive experience and successful relationship with NICE has encouraged them to explore the possibility of incorporating NICE Interaction Analytics as well.

## ABOUT NICE SYSTEMS INC.

NICE Systems (NASDAQ: NICE), is the worldwide leader of intent-based solutions that capture and analyze interactions and transactions, realize intent, and extract and leverage insights to deliver impact in real time.

Driven by cross-channel and multi-sensor analytics, NICE solutions enable organizations to improve business performance, increase operational efficiency, prevent financial crime, ensure compliance, and enhance safety and security.

NICE serves over 25,000 organizations in the enterprise and security sectors, representing a variety of sizes and industries in more than 150 countries, and including over 80 of the Fortune 100 companies. [www.nice.com](http://www.nice.com).

For the list of NICE trademarks, visit <http://www.nice.com/nice-trademarks>.