



Improving services with quality communications

Republic Bank saves more than \$1 million annually and enhances customer services year round with a new call center built on Cisco® solutions.

“With incredible cost and time savings, this has been one of our most successful IT projects to date.”

- Sean O'Mahoney, Vice President and Managing Director of Technology Services, Republic Bank & Trust Company

Taxes can be complicated. Call-in help lines can be invaluable to customers. However, sudden spikes in call volume were overwhelming Republic Bank's call center and impacting customer satisfaction.

Challenges

- Increase efficiency in call centers to deliver faster customer service
- Scale easily to meet seasonal demands
- Introduce cost savings with in-house management

Known for offering exceptional banking services in and around Louisville, Kentucky, Republic Bank is a leading regional bank with nearly \$4 billion in assets. In addition to traditional banking lines of business, the bank also provides tax services that flood customer service centers with calls between January and March.

“In a 6-week period, we receive 4.7 million calls,” says Sean O'Mahoney, vice president and managing director of Technology Services. “About 92 percent can be serviced by the interactive voice response (IVR) system, but the remaining calls are handled by agents in our call center. The high call volume prompted us to look closely at how we manage calls year round. We saw the chance to transform our telecommunications system.”

Case Study | Republic Bank & Trust Company

Size: 1,000 Employees

Location: Louisville, Kentucky

Industry: Banking





The bank's existing telecom lease was coming to an end, providing Republic Bank with a timely opportunity to search for a call center solution that would deliver cost savings and improve agent productivity as they manage customer calls throughout the year.

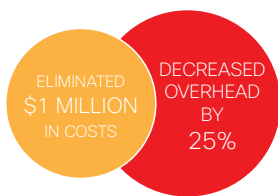
Cisco call center and collaboration solutions help Republic Bank deliver fast, expert service.

Solutions

- Standardized call centers on Cisco Unified Contact Center Enterprise for flexible, cost-efficient infrastructure
- Used Cisco Unified Communications to simplify in-house management

Provide omnichannel customer service

Republic Bank partnered with Cameo Global and Boice.net to deploy Cisco Unified Contact Center Enterprise on a Cisco Unified Computing System™ (Cisco UCS®) platform.



The Cisco call center solution met all requirements, with intelligent call forwarding, Cisco Unified Survivable Remote Site Telephony, and a time-saving outbound dialer. The bank provides faster connections and higher-quality service, fielding more calls without growing headcount.

Consolidate communication infrastructure

“Cisco Unified Communication Manager centralizes administration for the whole telecommunications platform into a single tool,” says O’Mahoney. “With a solid Cisco back end, we can easily add new phones or roll out new features without expensive infrastructure upgrades.”

Locate and access remote experts

Employees communicate more effectively through chat, voice, and even video with Cisco Jabber® and WebEx® solutions. Accurate presence status helps find the right assistance for customers faster.





Results

- Eliminated more than \$1 million annually in equipment-leasing costs
- Decreased overhead costs by 25 percent
- Streamlined administration with an intuitive management tool

Anytime customer service

The new telecom system gives Republic Bank control of its own destiny that wasn't available with the previous system, even with straightforward tasks such as moves, adds, and changes. Moving phones is as easy as plugging them in, making it possible for employees to move offices or even work from home with minimal administration.

"Cisco gives us new possibilities for flexible and efficient communications that translate into outstanding customer service," says O'Mahoney. "The ability to use familiar tools and methods to manage a system as critical to our business as our telecom infrastructure gives us agility we simply did not have before."



Products & Services

<p>Customer Collaboration</p> <ul style="list-style-type: none"> • Cisco Unified Contact Center Enterprise 	<p>Conferencing</p> <ul style="list-style-type: none"> • Cisco WebEx solution
<p>Collaboration Endpoints</p> <ul style="list-style-type: none"> • Cisco Jabber solution • Cisco Unified IP Phones 	<p>Data Center</p> <ul style="list-style-type: none"> • Cisco UCS B Series Blade Servers • Cisco UCS C Series Rack Servers
<p>Unified Communications</p> <ul style="list-style-type: none"> • Cisco Unified Communications Manager 	<p>Routing and Switching</p> <ul style="list-style-type: none"> • Cisco Nexus® Switches • Cisco MDS fabric switches • Cisco Catalyst® Switches



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