

Impact 360 Success Story: American Savings Bank

CUSTOMER:

AMERICAN SAVINGS BANK

INDUSTRY:

Banking

SOLUTIONS AND SERVICES:

Impact 360™ for Retail Financial Services

REGION:

North America

LOCATION:

Honolulu, Hawaii

NUMBER OF BRANCHES:

65 Branches

RESULTS:

- Reduced operating expenses by more than \$1.5 million annually
- Improved customer feedback scores
- Decreased customer wait time
- Increased customer satisfaction

OPPORTUNITY

American Savings Bank is Hawaii's third-largest financial institution with \$6.7 billion in assets. Serving Hawaii since 1925, it provides a full range of financial products and services, including business banking, consumer deposits and loans. American Savings Bank has the second-largest branch network in the state, with nearly 65 branches and 170 automated teller machines.

With a reputation for caring, integrity and community involvement, the bank chose the leaf of the kalo plant as its logo to remind employees and customers of its commitment to bringing vitality to Hawaii's communities through financial products and services, as well as community involvement. American Savings Bank had a goal to grow the business, increase profitability and improve customer satisfaction.

Like many businesses, it also wanted to better manage its labor costs without sacrificing customer service. It knew it needed better insight into matching staffing with customer traffic in order to reduce customer wait time. To achieve this, it wanted to optimize existing staffing resources, while moving to a more part-time labor model.

SOLUTION

American Savings Bank selected the Impact 360 solution* from Verint® Witness Actionable Solutions™ Enterprise Solutions Group to meet its forecasting and scheduling needs.

Before implementing a workforce management solution, its staffing consisted of 290 full-time tellers in 65 branch stores. After a one-day training class facilitated by Verint Witness Actionable Solutions, branch managers walked away with actual schedules that were specific to their locations. Implementation started immediately and was quickly adopted across all branch store locations.

BENEFITS

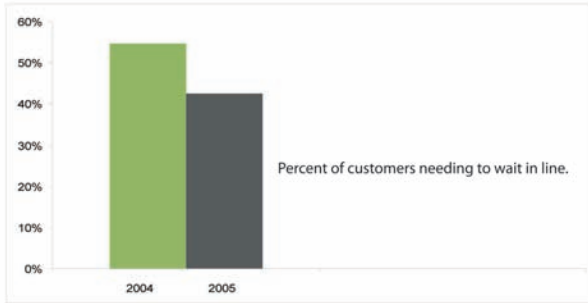
Over the course of the first year, American Savings Bank's full-time staff was reduced by 15 percent due to attrition. They were replaced with 41 part-time positions, which translated into savings of approximately \$1 million for the bank in the first year.

By using Impact 360's automated forecasting and scheduling, American Savings Bank saw that customer wait time was reduced. Additionally, employees were happier, and there was less turnover because Impact 360 scheduling made it easy to accommodate changes, factor in employee preferences — such as four-day work weeks — and publish schedules well in advance.

After the second year, full-time staff was reduced by 22 percent by replacing 63 full-time positions with 60 part/peak-time positions. This represented a savings of more than 37 full-time equivalent staff, which were then reallocated to create more revenue-generating sales resources.

** At the time of implementation, the software was called Exametrix Workforce Management Suite. Since then, Exametrix has become part of Verint Witness Actionable Solutions and has been renamed Impact 360.*

Customer Wait Time Decreased



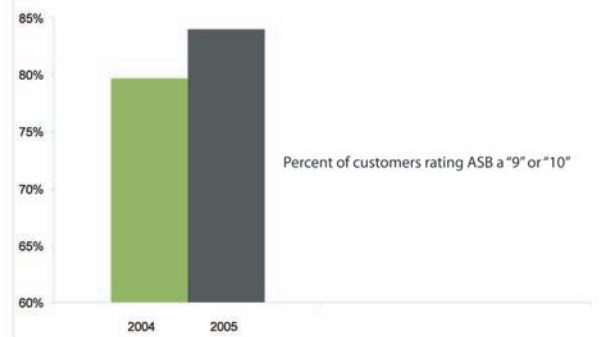
Percent of customers needing to wait in line.

(The wait time of those who did wait in line remained stable.)

Sample size: 2004 = 8,567
2005 = 10,359

Source: Branch Satisfaction Surveys

Customer Satisfaction Has Improved



Percent of customers rating ASB a "9" or "10"

Sample size: 2004 = 5,932
2005 = 10,457

Source: Branch Satisfaction Surveys

About Verint Witness Actionable Solutions

Verint® Witness Actionable Solutions™ was formed as a result of Verint's successful combination with workforce optimization provider Witness Systems. Our software and services enable organizations to capture and analyze customer interactions, improve workforce performance, and optimize service processes in contact center, branch, and back-office operations.

Verint. Powering Actionable Intelligence.®

Verint Systems Inc. is a leading provider of actionable intelligence™ solutions for an optimized enterprise and a safer world. More than 10,000 organizations in over 150 countries rely on Verint solutions to perform more effectively, build competitive advantage, and enhance the security of people, facilities, and infrastructure.



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