

Customer Stories



The Saudi British Bank (SABB) is one of the leading banks in the Kingdom of Saudi Arabia, with its head office in Riyadh. SABB is an Associate company of the HSBC Group, one of the world's largest banking and financial organizations, with some 7,000 offices in 81 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. Through contacting any branch office the Bank's customers can gain access to the HSBC Group's global network, its resources, skills, specialist knowledge and expertise.

SABB recently selected the Altitude uCI suite to automate its outbound calling so as to streamline and increase the productivity of collection campaigns. The initial Altitude uCI installation took place within SABB in its Riyadh-based contact center. With the help of the Altitude uCI software suite, SABB significantly increased its collection center's productivity and its business performance.

The Altitude Software selection

The Saudi British Bank needed to improve the overall effectiveness of its contact center and particularly increase the productivity of its outbound collection campaigns. To fulfill these needs, the Riyadh-based bank selected Altitude uCI after having evaluated several contact center software suppliers. The Altitude uCI suite was chosen due to its good fit with SABB's existing IT infrastructure as well as its scalability and fast ROI. Further features that affected SABB's decision were Altitude uCI's truly universal queue and powerful outbound predictive dialing capabilities.

"When selecting a contact center software solution, you do not just select a technology. You are initiating a relationship with the supplier. We found Altitude Software very committed and attentive, providing a solution that would effectively meet our collection campaign's requirements," said John Pearl, Head of SABB's Collection Department. "Our evaluation showed that the Altitude uCI suite is a highly reliable, cost-effective contact center solution and provides the flexibility to enable SABB to optimize its credit collection activity and therefore increase revenue generation," added Pearl.

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John Pearl
Head of SABB's Collection Department

Client Data

- Associate company of the HSBC Group.
- Incorporated in the Kingdom of Saudi Arabia, with its head office in Riyadh.
- Over 100,000 outbound customer contacts managed per day
- The Altitude uCI implementation took place within SABB in Riyadh

Business Benefits

- **Increased productivity**
After using Altitude uCI, talk time and promises to pay (PTP) were shown to have significantly increased.
- **Rapid implementation**
Rapid, on budget 3-month implementation.
- **Enhanced customer service**
Altitude uCI supports SABB's agents, by providing key real time information, such as customer history and credit card data (credit limit, account balance, payment due date, etc.).

Altitude Software began implementation of the Altitude uCI suite at SABB's Riyadh-based contact center in November 2001, and it was up and running by January 2002. The Solution today supports SABB's 22 agents, by providing key real time information, such as customer history and credit card data (credit limit, account balance, payment due date, etc.).

Powerful outbound predictive dialing

The Bank, which handles over 100,000 outbound calls monthly, is also able to benefit from Altitude's predictive dialing module, in particular for its outbound credit collection campaigns. Thus, since Altitude's predictive dialer is fully integrated with Altitude's agent scripting tool, the pacing mode is able to intelligently predict when an agent will be available to receive a new outbound call from his or her position in the dialogue script. In addition to a huge leap in productivity, this also reduces the instances when no agent is available to receive the outbound call.

Before Altitude uCI was implemented, agents at SABB's call center were dialing numbers manually. After using Altitude Software, the promises to pay and talk time increased significantly. Such an increase translates into direct savings for SABB, notably by allowing its collection center to handle more calls per day with the same number of agents.

Turning a cost center into a profit center

"The net effect of using Altitude Predictive Dialer in our collection campaigns is that we are now able to handle much more accounts and generate more revenue with the same number of agents. Therefore, we are extremely pleased with Altitude Software and the productivity gains we've enjoyed using the product," said John Pearl. "It was an extremely worthwhile investment in our future."

Altitude Solution's Advantages

- **Software Solution**
 An integrated suite of software applications that couple the power and reliability of communications technology with advances and innovation in software.
- **Complete Solution**
 A component – based approach lets organizations expand the solution as needed, leveraging on existing investments.
- **Competitive Advantage**
 Ease of use and speed of implementation offer a lower total cost of ownership.

Solution Description

- PABX : Avaya Definity
- DBMS : Oracle
- Server: MS Windows 2000
- Altitude uCI 6.1 including: Altitude Voice (CTI, predictive dialing), Altitude IVR, and Altitude Script Developer.

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