

COMMERCIAL BANK ENHANCES CUSTOMER SERVICE

Headsets integrate easily into call center, boosting operations. China Merchants Bank's call service is a vital customer engagement channel. As agents handle up to 200,000 calls daily, the bank wanted to enhance performance by deploying comfortable Jabra Biz™ 2400 headsets-compatible with its existing call center platform. This cost-effectively optimizes call operations and boosts service delivery.

SITUATION

Founded in 1987, China Merchants Bank (CMB) offers various retail and corporate banking services including savings account, credit card services, home mortgage loans, overdraft facilities, trade financing, and fund management. With total assets exceeding RMB 2.2 trillion, CMB focuses on the mainland Chinese market with 780 operation offices and more than 40,000 employees.

In 2009, the Wall Street Journal Asia ranked it as number one among "The Most Esteemed Enterprises in China". To improve its customer engagement, CMB delivers a "95555" Telephone Banking service - operating out of its call center - that advises customers on their business, handles complaints, helps check account balances, assists in trade transactions, and provides wealth management advice.

Manned by 2,000 agents, CMB's call center handles up to 200,000 calls daily. "Our 95555 Telephone Banking service has grown into an important channel for our customers, evidenced by the large number of calls we receive daily. Thus our agents need reliable, well-designed equipment to perform at their best levels," said CMB's Telephone Banking Operations Manager.

He added, "We urgently needed a comfortable headset solution to enhance customer interaction and maintain a high level of service delivery. At the same time, we also wanted to leverage our existing platform with a compatible headset."

COMPANY

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| Customer: | China Merchants Bank |
| Web Site: | http://english.cmbchina.com/ |
| Country: | China |
| Industry: | Financial Services |

PROFILE

China Merchants Bank, a commercial bank founded in 1987, has 780 operation touchpoints across China. Its "95555" Telephone Banking offers transaction advice, account checking, as well as handles customer complaints.

BUSINESS CHALLENGE

Faced with increasing call volumes, China Merchants Bank wanted to equip its call center agents with better equipment to improve customer interaction and service delivery.

JABRA SOLUTION

China Merchants Bank deployed Jabra Biz 2400 headsets at its call center to enhance customer communications and improve comfort levels for agents who are on the phone for an extended time.

BUSINESS BENEFITS

- Improved customer satisfaction
- Enhanced call center productivity
- Lower total cost of operations

“The Jabra Biz 2400 with its noise cancellation effectively blocks out unwanted noise, delivering improved call clarity and enabling our agents to boost customer satisfaction by being able to connect with them better.”

Manager, Telephone Banking (Call Center), China Merchants Bank

SOLUTION

Before the implementation, CMB conducted extensive market research and compared the performance of various headsets out in the market. And Jabra recommended the Jabra Biz 2400 headsets for CMB's call center agents.

A series of tests were then carried out to ensure maximum compatibility with its Huawei call center platform. The call center manager said, “We finally chose the Jabra Biz 2400 after considering its durability, platform compatibility, technical parameters, audio quality, and the comfort it offered.”

BENEFITS

The Jabra Biz 2400 headsets have successfully transformed CMB's call center service. Agents using the headsets can work on the phone for longer, while the level of engagement is better—thereby helping boost customer satisfaction.

IMPROVED CUSTOMER SATISFACTION

By delivering ultra-clear communications, the Jabra Biz 2400 headsets have made it easier for agents to hear and respond to callers. “Compared to our previous headsets, the Jabra Biz 2400 with its noise cancellation effectively blocks out unwanted noise, delivering improved call clarity and enabling our agents to boost customer satisfaction by being able to connect with them better,” said the call center manager.

ENHANCED CALL CENTER PRODUCTIVITY

With its lightweight design and ergonomic features such as the 360° microphone rotation, the Jabra Biz 2400 headsets can be used throughout the day with minimal strain. CMB places great importance in ensuring agents have a high level of job satisfaction; and the new Jabra headsets have helped it achieve that goal. “The Jabra Biz 2400 headsets are so comfortable and offers such a good user experience that agents feel more fulfilled at their jobs—making it easier for them to handle more calls in a day,” said CMB's call center manager.

LOWER TOTAL COST OF OPERATIONS

The Jabra Biz 2400 compatibility with CMB's call platform makes investment in new PBX systems unnecessary—thus helping keep costs low. Additionally, the headset's surgical steel construction ensures maximum strength and durability, to increase equipment longevity even with regular and rough usage.

MORE INFORMATION

Please visit jabra.com for more information.

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