

## CASE STUDY:

*Banc Sabadell*



### CLIENT PROFILE

Founded in December of 1881, Banc Sabadell today counts with a commercial network in excess of 2000 customer service offices. A pioneer in distance banking. Sabadell occupies a prominent position within the personal and company banking sectors, and it is Spain's fourth largest banking group



### INDUSTRY

FINANCIAL

[www.bancsabadell.com](http://www.bancsabadell.com)

### BUSINESS NEEDS

With the objective of offering its clients a more expeditious and faster service in the validation of its cards, it was necessary to integrate the information of various information systems and present all the information in a centralized manner in the customer service platform.

### RESULTS

With this system Banc Sabadell now has the following options:

- **R** Call selection in accordance with Business Rules.
- Client validation through IVR.
- Verification of client details in CRM Microsoft Dynamics.
- Delivery of unified information to agents through a Screen Pop
- Reduction in customer service times.
- Improvement in the client's perception of the customer service offered; quicker, less questions, more effective.

**THROUGH OUR MIDDLEWARE SOLUTIONS WE WERE ABLE TO INTEGRATE THE INFORMATION ISLANDS, REDUCING RESPONSE TIMES AND INCREASING CUSTOMER SATISFACTION.**

*Banc Sabadell improves the level of dialogue between its information platforms. Providing valuable information to its agents and improving customer service.*

The PlusNet Solutions' Professional Services department handled the design of a Middleware software tool to collect and validate client information from the CRM Microsoft Dynamics system, and then make it available to the agent by means of a screen pop in the Cisco Agent Desktop customer service platform.

### SOFTWARE & SERVICES



- *Cisco Call Manager*
- *Microsoft Dynamics CRM*
- *CTI Application Development*
- *Maintenance Support Services*

### ABOUT US:

Today, PlusNet Solutions is a leader in the customer communications industry, providing the world's best solutions in Unified Communications, Business Process Management and Analytics.

For more information, please visit us at: [www.plusnetsolutions.com](http://www.plusnetsolutions.com)