

Press Release

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## **Permata Bank and NICE Systems win Best CRM Project award in Indonesia for 2015**

- **Permata Bank implemented service-to-sales, workforce optimisation and PCI compliant solutions to address changing customer and business demands**
- **It automated call monitoring while driving business optimisation and preparing agents for customer interaction**
- **The project significantly improved operational efficiency and customer experience**

**Jakarta, August 27<sup>th</sup> 2015**—PT Bank Permata and its technology partner NICE Systems have been named winners of the Best CRM Project award in Indonesia for 2015. The inaugural Indonesia Country Awards ceremony was held at the JW Marriot Jakarta, on 27th August and was attended by international financial services practitioners and key decision makers in the financial services industry in Indonesia.

### **Permata Bank implemented service-to-sales, workforce optimisation and PCI compliant solutions to address changing customer and business demands**

Permata Bank was looking for a comprehensive solution for its contact centre that would allow it to capture customer interactions and improve sale effectiveness while improving operational efficiency. The bank implemented NICE's solutions to help address changing customer and business demands while lowering costs. It enabled improved customer interaction and experience while driving operational and revenue objectives through automation of processes

### **It automated call monitoring while driving business optimisation and preparing agents for customer interaction**

Contact centres are continually challenged to do more with less while keeping costs under control. The solution helped the bank to improve agent productivity, identify performance gaps, deliver targeted coaching and effectively forecast workloads with management of staff schedules. Service-to-sales functionality enabled agent transition towards service model and present offers in the most compelling way. By automating order execution, agents could focus on the customer rather than the process, resulting in improved customer experience. This comprehensive suite of solutions implementation helped Permata Bank to automate their call monitoring while driving business optimisation and preparing agents for handling customer interaction.

### **The project significantly improved operational efficiency and customer experience**

The implementation resulted in sales productivity improvement by almost 20%. The implementation ensured complete call recording for regulatory compliance. Besides this, it

led to a boost in up-sell and cross-sell revenue by optimising inbound sales processes across all channels while improving the customer experience.

The awards program, administered by The Asian Banker and refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind. A stringent three month long evaluation process determined the winners from across Asia Pacific, Middle East and Africa. The winners were honoured at a glittering event that recognized their efforts in using the best technology to run their institutions and bring superior products and services to their customers.

### **About The Asian Banker**

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