

# Customer Stories



“

With the help of Altitude Software we have created in less than 2 months a state-of-the-art contact centre which makes Dubai Bank completely accessible to our customers.

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Ahmed Bin Brek  
Dubai Bank Chief Executive Officer

Dubai Bank is the newest bank in the United Arab Emirates (UAE) and a fully-owned banking subsidiary of Emaar Properties, the largest real estate company in the Middle East. This fast-growing bank started commercial operations in September 2002 with a rich portfolio of innovative and unique banking products and services. The long term vision for Dubai Bank is to become a catalyst for growth and innovation within the UAE and regional banking sector. At the heart of the bank's new IT-driven service offerings is the introduction of paperless account opening and instant fulfillment of key banking services.

Dubai Bank implemented the Altitude uCI contact center software suite in September 2002 to efficiently process incoming customer interactions and provide personalized answers to their inquiries. HP Services and Sahm Technologies, Altitude Software partners in the region, were responsible for the design and deployment of Dubai Bank's newly-created contact center. "Providing exceptional customer services is at the core of Dubai Bank's operations as it pursues its objective of developing unique financial products and services," said Ahmed Bin Brek, Dubai Bank Chief Executive Officer. "Customer interaction management technology had to be key for the bank's customer centric strategy".

## Technology Challenge

Dubai Bank wanted a resilient, scalable customer interaction management solution with the following requirements:

- enable agents to efficiently handle multichannel customers
- turn its contact centre into a profit centre through a rapid return on investment
- skills-based routing and intelligent routing with alarms based on business parameters
- cost-effective, rapid implementation in less than 2 months

Dubai Bank chose the Altitude uCI contact center software solution because of its powerful computer telephony integration (CTI) features, fast implementation and ROI. The ability to easily add Web collaboration and e-mail management to its contact center capabilities is another reason that Dubai Bank selected Altitude uCI. "Altitude Software took our requirements forward in a way that met our technical and business criteria. They embraced our plans and came up with an innovative solution based on the Altitude uCI suite," said Ahmed Bin Brek. "With the help of HP Services, Sahm Technologies and Altitude Software we have created in 6 weeks a state-of-the-art contact center from scratch which makes Dubai Bank completely accessible to our customers," he added.

## Right On Target

The Dubai Bank contact centre is a 7/24 operation with 12 agents, and all calls are handled using Altitude uCI which performs the following processes: real-time retrieval of detailed customer profiles when handling interactions from any customer; and recording the outcomes

### Dubai Bank Data

- The newest bank in the United Arab Emirates (UAE)
- Commercial operations started in September 2002
- 7/24 contact centre operation with 12 agents.
- Fully-owned banking subsidiary of Emaar Properties

### Business Benefits

- **Optimal Customer Service**  
With Altitude uCI in place, Dubai Bank is able to derive value from every single inbound customer interaction.
- **Reduced implementation costs**  
Rapid, cost-effective 6-week implementation allowed by Altitude uCI's out-of-the-box capability.
- **Enhanced contact centre performance**  
Dubai Bank's management team is able to track contact centre activity and performance which allows them to make more-informed decisions.

of all customer inquiries. Altitude uCI specifically enables Dubai Bank to capture data from all banking channels in order to gain an integrated view of its customers and to identify opportunities to grow its business. Thus, while handling inbound customer interactions, agents can simultaneously refer to details of any customer's previous transactions and inquiries. This ability to display a complete contact history on the screen assists operators in providing personalized advice on the most appropriate banking product for the customer.

In addition, Altitude Script Developer handles scripting for agents and can be quickly and easily updated to reflect changes in Dubai Bank product offerings. The use of Altitude's scripting capabilities and the intuitiveness of Altitude's screen flows has resulted in reduced agent training times. Scripts specifically help Dubai Bank agents to be more productive and provide the right information which greatly improves the consistency of the interaction.

Dubai Bank's managers also take advantage of Altitude uCI's supervision and reporting features to track contact centre activity and performance, which enables them to make better, more-informed decisions. Thus, managers can easily configure inbound customer service campaigns through a single graphical user interface, and once a campaign is in progress, they are provided with real-time supervision of all contact centre operations through floor plan displays, evolution graphs, and charts.

### Building for the Future

Providing exceptional customer services will always remain at the core of Dubai Bank's operations. Combining Altitude Software technology with this philosophy continues to enhance the level of customer care, while increasing efficiency and productivity in Dubai Bank's contact centre. Besides, the bank is planning to launch outbound appointment scheduling campaigns in the near future using Altitude's call dialling tool.

"Today companies must get closer to their customers regardless of the interaction channel, to improve the effectiveness of customer relationships," concluded Raghavan Selvamani, Divisional Manager - IT Services at Sahm Technologies. "By implementing a customer-centric contact center, Dubai Bank has made an investment in the company's continued success."

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### 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 6.2 including: Altitude Voice (CTI), Altitude Script Developer. Integration with third-party IVR.

### Contacts

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