



ASSISTED CUSTOMER SERVICE PROJECT

Winner: Barclays and AIM Technology with contact centre performance management solution

Manual processing of data is a cause of inefficiency across the financial services industry. Barclays noted a great opportunity to change that in its call centre environment. Where disparate sources of data and work-intensive data entry were being used, the bank implemented AIMCall across four business units to improve performance management, reduce manual reporting and deliver improved key performance indicators. The bank was able to show that it had saved a significant number of work hours, improved customer response times and satisfaction, and could demonstrate a clear financial return for its investment. By improving its call centre operations, Barclays has also improved the working conditions for its employees, thereby reducing turnover. This was a win-win situation for all stakeholders and was well delivered.

Highly commended: BBVA Banco Provincial with Mobile Office