



First Commercial Bank

TeleVantage helps international branch speed global communication, achieve fast regulatory compliance and maximize efficiency.

When First Commercial Bank, headquartered in Taiwan, opened its first Canadian branch in Vancouver,

Problem:

it faced a number of challenges – it needed to be able to connect quickly in real time with hundreds

- First Commercial Bank needed a phone system that would keep them connected – around the clock and around the world.
- To comply with government requirements, the bank needed to record certain phone calls.
- The bank needed a system that would be easy to use and would help them transact business efficiently.

of other branches around the world, meet stringent government regulations for recording and storing certain critical calls, and maximize the efficiency of the staff, so that each employee could make the best use of his or her time without sacrificing professionalism or accuracy. In a business where the stakes are high and the need for quick and efficient communication is critical, the branch needed the most reliable and advanced phone system available.

Solution:

- First Commercial Bank chose TeleVantage, an open systems IP-PBX.
- TeleVantage has helped the bank to be in full regulatory compliance for the recording and storage of critical phone calls.
- Employees benefit from the system's convenience and ease of use, along with an enhanced reputation for service and accuracy.

TeleVantage Keeps Branch Globally Connected

Malcolm Wang, Assistant Vice President and Manager of First Commercial Bank's Vancouver branch, had the daunting task of finding a phone system that could answer all of these challenges. His search ended when he discovered the sophisticated functionality and ease of use of TeleVantage, Artisoft's open systems IP-PBX. TeleVantage delivered the connectivity that the bank required, along with the confidence of knowing that important calls will always get through, despite different locations or time zones.

Results:

- With TeleVantage, First Commercial Bank is assured that important calls will always reach the right person, regardless of location and time.
- Using VoIP, the bank can easily connect to other branches around the world while eliminating expensive long-distance phone charges.
- TeleVantage has enabled the bank to improve efficiency and customer service by providing flexible functionality such as call routing, visual call management and personalized greetings.

The system's advanced call forwarding capabilities enable the bank's employees to stay in touch no matter where they are, eliminating costly telephone tag and improving customer service. Callers simply dial one phone number and TeleVantage seamlessly forwards a call to as many internal extensions or external numbers as each employee sets until the call is connected. And these settings can be easily and instantly modified to accommodate changes in location and schedule, giving each employee complete flexibility to conduct business away from the office. "I'm always getting calls after normal business hours and now with TeleVantage, I can stay connected by easily forwarding my phone calls to my cell, home or wherever I am," notes Wang. And with offices in widespread loca-

Customer Profile



tions, the bank's use of VoIP to route calls over the Internet has yielded huge savings in long-distances costs which would otherwise have been staggering.

TeleVantage Ensures Compliance

TeleVantage has played a critical role in establishing the new branch and in ensuring the accuracy of large-scale transactions. "When we call the Treasury Department, we have to record the phone calls," explains Wang. This is not only a government requirement, it is also a safeguard against errors or disputes as the interest rate for transactions can change from moment to moment, even during a phone call. The recordings provide accurate documentation, along with a time-stamped record of the rate at the time of the transaction, so that the bank's accounting will be precise. "If not, it's our costly mistake," says Wang.

Bank staff can easily program TeleVantage to automatically record specific calls or it can instantly record any live call with a simple point-and-click. The bank can then save the recording as a PC file to be archived, stored or e-mailed. "With TeleVantage, the record is immediately available, whenever we need it," Wang explains.

TeleVantage Delivers Personalized Service

With TeleVantage, First Commercial Bank has improved the level of customer service they can deliver. Features such as customized voice mail greetings, which can be changed easily, enable the staff to deliver the personal touch needed in this competitive environment. TeleVantage recognizes the caller ID of the incoming call and automatically plays the individual greeting, whether to provide a client with an important account update or offer special treatment to VIPs.

Advanced Call Management Improves Productivity

TeleVantage also quickly proved its value as a day-to-day business tool. The bank's staff makes heavy use of the phone for contact with clients and vendors, with calls constantly coming in for customer service or going out to appraisers and money markets. Yet, with TeleVantage, the bank is able to quickly and efficiently route calls, eliminating the need to hire a receptionist, providing the branch with a substantial savings. In order to keep staff free to attend to their business-critical tasks, incoming calls are first answered by the auto attendant, and then sent to the requested individual. The auto attendant provides prompt and personal service both during and after-hours, assuring callers that they can always get in touch with the right person and improving the staff's productivity and job satisfaction.

First Commercial Bank is also able to visually manage their calls with TeleVantage ViewPoint, the system's desktop graphical interface. With a simple point-and-click, employees can initiate, transfer or conference calls; listen to or forward voice mails, and customize account preferences. "TeleVantage is easy to use and call management is a smooth and easy process – a major advantage over other phone systems," raves Wang.

Clients and vendors are impressed with the efficiency and professionalism that TeleVantage projects. For First Commercial Bank, TeleVantage has proven to be an excellent investment, with solid and ongoing returns for the future.

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*Malcolm Wang
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