



Description
of an electronic
banking system

Phone-banking in the electronic banking package BZWBK24

Electronic banking has become a standard customer service tool on the Polish market. As it enables to gain, retain and serve customers efficiently, nowadays it is one of the main factors giving advantage over the rivals, and has become a source of savings. When choosing a bank, customers pay more and more attention to a fast and easy access to services and products. Therefore, development of information systems, which allow customers to carry out banking operations over the Internet and telephone, has become a priority to all banking institutions.



Bank Zachodni WBK S.A. – Polish leader in retail electronic banking

Bank Zachodni WBK, foreseeing that customer service standards were going to change, has long ago intended to add electronic channels such as the Internet, SMS or WAP to the range of its services.

Bank's specialists carried out marketing research which revealed that customers were keen on communicating with the bank over the telephone. Wanting to meet such needs halfway, BZWBK resolved to automate the phone-banking process maximally, using IVR and FOD systems (Interactive Voice Response and Fax on Demand, respectively).

Having made this decision, BZWBK took the first step in the search of a phone-banking system for customers of all of its 429 branch banks in Poland, and defined the criteria according to which the system and its provider were going to be selected:

- 24 an efficient and reliable system handling automatically a large volume of calls round the clock,
- 24 a modern technology enabling to develop the system by adding new functional modules,



Seat of Bank Zachodni WBK S.A. in Wrocław

- 24 an efficient and flexible system allowing to serve an ever-growing number of customers and their requirements,
- 24 a system provider having extensive experience with banking systems, and a number of implemented and working solutions.

As a result of a thorough search, Suntech was selected as a system provider, with product satisfying all the required criteria better than any other rival.



Jacek Kseń – CEO of Bank Zachodni WBK S.A.



Bank Zachodni WBK S.A.

Wielkopolski Bank Kredytowy (WBK) and Bank Zachodni (BZ) are two of the nine banks that stemmed from the National Bank of Poland (NBP) and engaged in a commercial activity. WBK was the first Polish bank to be privatized; in 1993 the bank went public. In 1994 Allied Irish Bank (AIB) took over a minor stake in WBK, and two years later became the majority stockholder. WBK was the first in Poland to launch Internet banking services, back in 1999. Then, AIB took over an over 80% stake in Bank Zachodni. Wielkopolski Bank Kredytowy and Bank Zachodni merged into Bank Zachodni WBK, fourth largest bank operating on the Polish market.

Suntech and BZWBK24 telephone

Suntech is a Polish system provider specializing in electronic banking systems and management systems designed for telecommunications carriers. The electronic banking systems made by Suntech are one of the most widely used on the Polish market.

Though, the electronic banking package for customers called BZWBK24 is far from being a typical off-the-shelf product. The system is fully adjusted to satisfy the specific needs of Bank Zachodni WBK's business. The phone-banking system, given for use at the end of 1999, is the outcome of a 9-month project carried out by the Electronic Banking Department of WBK under the leadership of Błażej Mika in cooperation with Suntech's designing team under the leadership of Wojciech Franczak.

„In this case I must call it a technological dream of Suntech coming true. We have been pursuing this vision for 10 years”, says Wojciech Franczak. “Despite the fact that similar systems that we had made were already in use at other banks, such as Fortis Bank Polska S.A., Cuprum Bank S.A. or LG Petro Bank S.A., BZWBK's choice was kind of a distinction to us. It simply meant that we gained trust of the Polish leader in the e-banking and, as a result of that, we were entrusted with the continuous service of its clients- round the clock, 7 days a week and 365 days a year.”

A direct connection between the system and the bank's central system guarantees that the customers always get some up-to-date information. User voice-interface being logic, the use of the system is extremely intuitive. Customers have access to voice information of all kinds, such as news about products and services, deposit and credit rates, promotions and marketing information, for instance. Not only does BZWBK's IVR system allow you to check the balance available, but also to transfer money from one of your accounts into another, or into an external account. It also provides you with the information about credit limits

of your account, and displays the last operations. It serves your additional accounts including your credit card accounts. It also allows you to open, close or view (or listen to, to be exact) your time deposit accounts.

The system has also been fitted with an option allowing to search operations by date or to make orders to transfer means into some predefined accounts. Other information available embrace orders placed (those carried out, being processed and rejected, orders to open or close a deposit account, etc.) The users have also access to some up-to-date information about exchange rates. Those who need to contact a bank's consultant will certainly appreciate the option allowing to transfer the caller to the Call Center where an operator sees data allowing to identify the caller.

All the data, as well as confirmation of every operation made on the account including rejected orders or the ones being processed, are available on demand by fax.

On the administrator's side, the system has been fitted with some flexible and efficient tools allowing a fast modification of the service menu or that of voice messages. The system allows to generate reports based on data collected automatically which refer to the time and number of connections, options that are most frequently used, time that clients spend waiting for connection, or to the system monitoring.



BZWBK24 telephone - customer and bank-friendly system

„We aimed at designing a system which simplifies customer service, and, at the same time, is very secure. There are quantitative data allowing both us and the bank to consider this requirement fulfilled. According to BZWBK's information as at December 31 2001, the monthly volume of transactions carried out via our system exceeded 90 thousand in case of retail customers and 200 thousand for corporate customers,” summarizes Wojciech Franczak. “The monthly volume of fax messages that the system sends automatically to corporate customers exceeds 10 thousands, and one thousand to retail customers.”

The bank representatives do not hide that the system BZWBK24 implies huge savings on the bank's side. “I can exemplify it with a simple comparison,” says Błażej Mika. “It takes a bank employee 3 minutes to handle a simple question

regarding the balance available on an account, while BZWBK24 gives the answer in 25 seconds!” Therefore, while the system handles the calls, our staff are free to deal with some more sophisticated tasks.”

The system implemented at this bank works on servers with Intel processors with the operating system Microsoft Windows NT and the database SQL Server. To handle phone calls via an ISDN network owned by Telekomunikacja Polska S.A., 32-port cards by Dialogic (presently Intel) are used. For the sake of comfort of the bank staff that supervise such an important communications channel, the system has been fitted with versatile customer and operation management tools and a developed reporting.

BZWBK24 telephone is available in the whole of Poland at 0-800 240 240, free of charge, or at a price of a local call, which certainly does matter for customers. Compared with the Internet banking, phone banking enjoys a wider customer base, since there is no need for customers to have an Internet-enabled computer. Despite the unlimited possibilities it offers, the system is simple to use. All customers must have is a tone-dial phone.

Another thing on which the designers put a special emphasis was the user-friendly operation of the system, a nice and distinctive voice giving the callers instructions and a self-explaining menu. This system, which undoubtedly simplifies banking services, is used by as many as 130 thousand customers, out of which 105 thousand retail customers, and 25 thousand firms. „Such a wide group of satisfied customers is an invaluable asset,” says Błażej Mika. “Feel free to check how nice and easy managing your own money can be!”

