



Case Study: Nedbank - Client Care Center (NCCC)

About the Company

Nedbank Group Limited is a bank holding company, which operates as one of the four largest banking groups in South Africa through its principal banking subsidiaries, Nedbank Limited and Imperial Bank Limited, in which it has a 50,1% interest. The company's ordinary shares have been listed on JSE Limited since 1969.

The group offers a wide range of wholesale and retail banking services through three main business clusters: Nedbank Corporate; Nedbank Capital; and Nedbank Retail. Nedbank Group focuses on southern Africa, with the group positioned to be a bank for all – both from a retail and a wholesale banking perspective. The principal services offered by the group are corporate and retail banking, property finance, investment banking, private banking, foreign exchange and securities trading. Nedbank Group also generates income from private equity, credit card acquiring and processing services, custodial services, collective investments, trust administration, asset management services and bancassurance.

Nedbank Client Care Center (NCCC) is service call center for Nedbank's clients. NCCC consists of five different desks namely, Merchant, Corporate, Channel Support, Card and Product. The operations of the center are very complex since it has four logical desks, each with its own systems and processes. The center has multifaceted operations with distinct agent groups like inbound, outbound and subject matter experts. Apart from clients, it has branches calling in and interacts with the bank's back office operations apart from first call resolutions.

Business Challenges

Nedbank wanted Risk assessment for managing the change for proliferation into multiple locations. It also wanted functionality to include e-mail and back-end data interface. Process Unification for merging certain call center desks to bring in benefits of optimum resource utilization and standardization. Propose recommendations related to on-line Customer feedback collection for linking service levels to the feedback, and building knowledge database of Customer queries to help new desk persons or agents.

Nihilent's Role

- CRM strategy definition and execution, IT Solutions, Technical Specifications, IT project Delivery, Project Process Conformance, Scope and Project planning, vendors and suppliers management.
- Nihilent is the sole and only Siebel (CRM) implementation vendor on the project.
- Nihilent associates were also involved in Business Process definition and Project Management on the project
- Technical components delivered successfully.
- Resources: 4 Onsite and 8 Offshore resources
- Technology - SIEBEL 6.2.1.210, Oracle 8.1, IBM MQ Series 5.3, XML, Genesys CTI.
- Tools - Rational ClearCase, ClearQuest, MS Project, NIMS, Service Center
- Platform - AIX 4.3 (Serve)

Business Benefits Delivered

- Decreased risks of system not being supported and absolute dependence on vendor
- Online integration to CIS for replicating customer data from Cis to Siebel using MQ series and Siebel adaptors
- One view of the customer, greater up-selling/cross-selling opportunities
- Enhanced case handling efficiency – Reduced call length and number of calls
- Mitigated system enhancement/extension costs, improved time-to-market
- Automated screen pop-ups, Escalations, SLAs, Audit trail, Multi indices etc.
- Enhanced customer service and satisfaction levels
- Decreased up-skilling training effort
- Enhanced MIS quality and accuracy and data integrity



Nihilent
evolving ideas