



Greater Bank propels its digital transformation by moving to the cloud with Genesys

Greater Bank seeks enhanced customer experience and improved agent efficiencies with Genesys PureCloud.

Greater Bank, an Australian customer-owned financial institution, has deployed the Genesys PureCloud® platform because of its flexibility, scalability and the ease with which it connects every customer interaction across channels, including voice, email, web chat, social media and SMS. PureCloud is an all-in-one cloud customer engagement and employee collaboration solution from Genesys (www.genesys.com/anz), the global leader in omnichannel customer experience and contact centre solutions. Greater Bank's Head of Contact Centre, Natalie Lane, said the move to PureCloud was driven by the business' goal is to empower customers by enabling them to access and use products and services when they want, and on the channels of their choice. "To provide this level of service, we needed to become the bank of tomorrow by undergoing a digital transformation. This started with moving our contact centre to PureCloud," Mrs Lane said. Greater Bank has replaced its outdated, on-premise customer management software with the PureCloud platform to handle approximately 250,000 inbound calls annually and support more than 70 agents in a new, state-of-the-art customer experience hub in Newcastle, NSW. "We chose PureCloud because it allows us the flexibility to scale up as needed, tap into other features at no additional cost and gives our employees the capability to better facilitate our customers across time zones. To put it simply – PureCloud provides excellent value for money," Mrs Lane continued. Greater Bank has earned a track record of excellence in customer service with recognition as Bank of the Year by Roy Morgan for two years running (2016 and 2017) and achieving consistently higher than average customer satisfaction ratings. The moment of truth came for Greater Bank when it conducted a pilot program which evaluated the platform's robust capabilities. "In what could have been a period of disruption for both our employees and customers, we maintained our exceedingly high 9 out of 10 customer satisfaction rating when we tested PureCloud. This was the proof we needed," Mrs Lane said. Greater Bank was also impressed with PureCloud's speed of deployment, which took only six weeks from start to finish. "Despite the complexity of the project, the full deployment of PureCloud was fast and easy – from setting up call queues, building IVRs and training staff. We like that queue management has become simpler and new features are continuously delivered without interruption." Mrs Lane also commented that PureCloud helped the bank take its reporting capabilities a big step forward. "The monitoring, call recording and live SLA reporting has opened the door for ongoing coaching opportunities for staff. We also have benefited from the real-time performance of our call queues." "Our long-term goal is to continue driving innovation by adding new digital features, functionality and integrations. Our business model revolves around our customer, and we consider PureCloud a key differentiator for our continued success." Launched globally in 2015, the PureCloud platform is a unified, all-in-one customer engagement and business communications solution that is proven to provide a return on investment (ROI) nearing 600 percent* in three years and payback in less than three months. A true cloud offering based on microservices architecture, PureCloud is flexible, open, feature-rich, and built for rapid innovation, providing organisations with a future-proof solution for quickly scaling to meet customer growth. *A commissioned Total Economic Impact (TEI) of Genesys PureCloud study conducted by Forrester Consulting on behalf of Genesys, December 2017.

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