

## Cutting-edge Call Centers are ‘Key’ at KeyCorp



### Overview

#### ■ **The Challenge**

*Develop a reliable, scalable telephony foundation to handle growing call volume among six 24-hour banking customer call centers*

#### ■ **The Solution**

*IBM WebSphere® Voice Response with DirectTalk® Technology and Genesys CallPath and running on IBM @server pSeries server*

#### ■ **The Benefit**

*Call centers safeguarded against downtime, faster inbound transferring of telephone calls, improved call load balancing among six centers for reduced customer wait times, and estimated cost savings of \$34,000 a month*

One of the country's largest bank-based financial institutions, KeyCorp—with assets of \$85 billion—provides its individual and corporate customers retail and wholesale banking, investment, financing and money management services. Recognizing that being a leader requires offering the most convenient services to fit busy schedules, KeyCorp maintains six 24-hour customer call centers. Given the popularity of its telebanking service—which handles more than three million calls each month—it's no wonder KeyCorp sought world-class technology that would enable the call centers to scale with their growing call volume.

#### Helping ‘bulletproof’ call centers

KeyCorp's call centers—located in Auburn, Washington; Albany and Buffalo, New York; Dayton, Ohio; Boston, Massachusetts and at its Cleveland, Ohio headquarters—manage incoming and outgoing telecommunications. When KeyCorp was ready for an upgrade, it made sense to migrate to a dual Interactive Voice Response (IVR) system and Computer Telephony Integration (CTI). Says Joe Caruso, CTI team leader for KeyCorp, “We needed to ‘bulletproof’ our call centers. In other words, we didn't want a single point of failure, be it with the mainframe or a software product, to take down the entire system.”

*“Running our call centers with WebSphere Voice Response and CallPath helps us ensure that we are always there for our customers, and encourages their loyalty to us.”*

*Joe Caruso  
CTI team leader  
KeyCorp*

Caruso and his team implemented IBM WebSphere Voice Response with DirectTalk Technology and Genesys CallPath as their solution. After learning how these products have helped other companies manage their customer relationships—and wanting to leverage their expertise in IBM products—the KeyCorp team knew it had the right solution.

The company initially migrated its Retail call center environment to the IBM AIX® platform, selecting dual IBM @server xSeries server for redundancy and processing power. To ensure system availability and standardized programming code, the company also implemented QCall software from Quality Call Solutions (QCS), an IBM Business Partner. The call centers' 700 representatives logon to either of the IBM @server xSeries server servers. If one of the servers encounters any problems, QCall transparently routes the calls and caller information to the other server, so that neither the representatives nor the customers notice any delay. Notes Caruso, "When we experienced a network card failure, all of the calls were simply forwarded to the second server, so it wasn't noticeable."

#### **At their customers' service**

A customer who phones 800-KEY2YOU reaches KeyCorp's voice response unit. The system is powered by WebSphere Voice Response, which answers and screens calls simultaneously. Once customers complete their IVR transactions using the telephone keypad, they may choose to speak to a call center representative. If so, the IVR transfers the call through the CallPath server to KeyCorp's PBX, where it is connected to an agent based on the selections the customer has made.

As the call is being transferred, the IVR also sends customer data to the CallPath server; CallPath sends the data to the selected representative's desktop in the form of a "screen pop" on the workstation. "Now, by the time representatives get their calls, they know what the customers are looking for and can help them as quickly as possible," says Mario Scalzo, Senior Project Manager at KeyCorp. "With this new technology, we are realizing faster inbound transferring of telephone calls to our customer service professionals since the caller information is available to our representatives when the call arrives. With an estimated savings of four seconds per call, the preliminary statistics show savings of approximately \$34,000 per month." CallPath also balances the call load among the centers, thereby minimizing customer wait time.

#### **A foundation for the future**

IBM Business Partner QCS worked with KeyCorp on solution development, installation and support. "QCS delivered when they were supposed to deliver, enabling us to upgrade and test our entire system in about a year and a half—without any stoppage in service," says Caruso.

KeyCorp has not only helped protect its call centers from downtime, but the company now also has a reliable, scalable telephony foundation it can leverage for other product areas. The most recent telebanking deployment has been for student loan and leasing programs in Boston. Students can call in to request a loan application or check the status of an application or an approved loan. This system uses WebSphere Voice Response 2.2, AIX 4.3.2, and two IBM @server xSeries server 7009s, model C20.

"We can't afford to have our call centers go down, as they are critical to our business," notes Caruso. "Running our call centers with WebSphere Voice Response and CallPath helps us ensure that we are always there for our customers, and encourages their loyalty to us."



A voice recognition pilot is planned for next year. IBM WebSphere Voice Server will be added to further simplify the customer interface. A conference room scheduling system will also use WebSphere Voice Server.

### **More about IBM WebSphere Voice Response**

WebSphere Voice Response is a versatile, powerful voice processing platform that can enable multiple, concurrent speech applications such as voice processing, voice messaging and fax. With WebSphere Voice Response, customers and employees can have direct access to services and information 24x7, by telephone or via the Web.

IBM has enabled WebSphere Voice Response to integrate speech recognition using the IBM WebSphere Voice Server. This allows the deployment of large vocabulary voice applications through an IVR. Using voice recognition, customers can speak naturally to the application instead of using DTMF commands.

IBM helps to extend the flexibility of voice recognition to Web applications by providing VoiceXML capabilities with WebSphere Voice Response. This

enables businesses to leverage existing IVR investments and infrastructure while expanding their reach to Internet applications that are accessible from a telephone. Businesses can open up Web applications to the majority of people who do not have Internet access, while still using WebSphere Voice Response to provide a wide variety of IVR applications to customers.

### **About KeyCorp**

KeyCorp (NYSE: KEY) is one of the nation's largest multiline financial services companies, with assets of approximately \$85 billion. Key companies provide investment management, retail and commercial banking, consumer finance and investment banking products and services to individuals and companies throughout the United States and, for certain businesses internationally. The company's businesses deliver their products and services through facilities located in 46 states; a network of about 2,500 ATMs; telephone banking centers (1.800.KEY2YOU); and a robust Web site—Key.com—that provides account access and financial products 24 hours a day.

### **To learn more**

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