



BankMuscat develops a unique competitive advantage using our customer experience solution

BankMuscat

Queue Management System and Customer Feedback Solution Implementation

Challenge:

- Measure and monitor customer satisfaction
- Real-time view of customer wait time
- Scrutinize performance and monitor performance deviation of employees
- Capture real-time survey responses

Solution:

- Implementation of Queue Management Solution and Customer Feedback Solution
- Integration with CRM
- Granular-level reporting of each branch including active counter, waiting customers, service and wait time

Results:

- Teller could open up possibilities to cross-sell and up-sell bank's products
- Help bank channelize resources with the help of analytics
- Real-time reports empower management to make real-time decision
- Provide a qualitative view of the customer journey

BankMuscat, in its quest to drive its new business initiative, enhances its service efficiency and customer satisfaction, sought to completely transform its business to meet the demands of both its customers and staffs. But with traditional systems, this seemed like a difficult task. The bank realized that a robust solution was essential to enhance the customer experience which would in turn drive its branding initiatives; hence they decided to partner with customer-facing technology provider, Aurionpro Solutions Limited. To complement Bank Muscat's thought process, Aurionpro offered its state-of-the-art queuing system, OptiQ, which enhances the customer-waiting experience along with customer intelligence application, Insight, and customer feedback solution.

For more information, contact:

info@aurionpro.com
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Components:

- **User Interface:** Compelling user interface.
- **Token Printing:** Multi-language token showing estimated wait time, number of waiting customers, logo, branch name, token number, service name.
- **Calling Process:** Voice calling in English and Arabic.
- **Token Display:** Integrated digital signage having waiting customer widget, calling widget, and ticker.
- **Client features:** Missing token, redirect functions, out of turn, real-time service monitoring, pause and resume, callback serve tokens, alert for tellers about the wait time of customers.
- **Branch Admin:** User Management, enable/disable services with start and end time, priority settings, counter settings.
- **Reporting:** Service/user/counter summary report, detailed drill-down report with graphical analysis, cross tab report.
- **Feedback Solution Features:** Multi-user accounts and multiple services. Broadcast or narrowcast surveys, allocate weightage, filter mechanism to omit inconsistent data, predefined service with options to edit, multiple question types (multi-choice, single choice, ranking based, matrix type), real-time dashboard.

