



## Delivering Efficient Customer Service

### Challenges:

- Operator costs
- Improve customer service
- Support new disaster recovery initiatives

### Benefits:

- Quick, accurate transfers
- Improved directory accuracy
- Employee safety while driving
- Far fewer dropped calls

### Results:

- 5-month ROI
- Serviced 25% increase in calls with 80% less staff
- Saved \$300K per year
- An SEAA investment with future-proof extensions & flexibility

In 2002, Citigroup UK's Voice Engineering team embarked on the project to improve the process of handling and distributing incoming calls across the company's main numbers. The project's goals were to reduce operator costs and increase the efficiency of routing calls. The team started a pilot project utilizing Lyrix's PeopleFind application to speech-enable the Citigroup UK corporate directory of over 10,000 extensions.

With the pilot confirming PeopleFind's large enterprise accuracy, Citigroup incrementally increased their reliance on PeopleFind while decreasing reliance on operator headcount. In a 2004 presentation at V-World, Citigroup presented that PeopleFind delivered, "a 333% efficiency gain, \$300K in annual cost savings, a 4-5 month ROI and a net-net 25% increase in calls handled with 80% less staff."

According to Citigroup, in addition to the success their first customer-facing speech application, PeopleFind also offered a flexible and scalable platform for other productivity communications applications. Find-Me enables mobile employees to be located at a secondary number when they are away from their desk phone, while speech-enabled Corporate and Personal Directories allow mobile employees to dial hands free, ensuring safety while driving.

A key benefit of PeopleFind and speech-based directories was its contribution to Citigroup's Continuity of Business (COB) procedures. In the event of an emergency which initiates COB procedures, PeopleFind routes incoming calls to the locations of key personnel while intercepting all other calls to extensions not deemed essential. Key personnel are able to utilize telecommunications resources to adequately manage a crisis situation. All other calls into the system hear emergency information about the nature of the situation and why new call routing procedures are active.

Citigroup, an important global service organization, has found how PeopleFind and speech-enhanced applications can reduce operating costs, improve communications efficiency, and enhance disaster response all through a single, flexible application.