

Impact 360 Success Story: ABN AMRO, N.A.

CUSTOMER:

ABN AMRO, N.A.

INDUSTRY:

Retail Banking/Financial Services

SOLUTIONS AND SERVICES:

Verint® Witness Actionable Solutions™
Strategic Business Services*

REGION:

North America

LOCATION:

Chicago, Illinois

RESULTS:

- Achieved an 800 percent return on investment
- Identified operational improvements totaling \$3.3 million – with an immediate capacity savings of approximately \$660,000 (based on 22 FTEs)
- Experienced operating and human resource gains that include: a 38 percent increase in operating margin, an 11 percent increase in overall volume activity, and a six percent reduction in headcount

OPPORTUNITY

ABN AMRO, N.A. is a subsidiary of ABN AMRO Holding, N.V., one of the Netherlands' largest financial services firms. ABN AMRO, N.A. operates in the United States through its two retail banks: Chicago-based LaSalle Bank and Michigan's Standard Federal Bank — which together comprise 400 branches in the Midwest. All told, ABN AMRO and its subsidiaries operate more than 3,800 offices in some 60 countries.

ABN AMRO's Wholesale Lockbox Department provides lockbox services to commercial customers throughout the U.S. Staffing levels in the department had risen over time to accommodate employee requests. The increased staffing levels, however, did not increase productivity rates. ABN AMRO management conducted several study comparisons that indicated the department provided high quality service, but received only average marks on productivity. To gauge this measure, ABN AMRO focused on identifying the source of this disparity, so it could adjust its operations and service accordingly.

SOLUTION

ABM AMRO teamed with the Enterprise Solutions Group within Verint Witness Actionable Solutions to conduct an operations efficiency review. Verint Witness Actionable Solutions consultants used a standard, three-pronged approach as a best practice to understand each individual project/department's work, processes, and time standards:

- *Process Review – Identifies, quantifies, and prioritizes process improvement opportunities.*
- *Capacity Planning Review – Develops a high-level capacity plan inclusive of staffing underage and overage recommendations.*
- *Scheduling Review – Creates high-level schedules to fully understand initial staffing mixes and skill sets, highlighting areas for improvement, given service level agreements. Applies data from the Capacity Planning Review and Verint Witness Actionable Solutions' Impact 360™ workforce management software.**

This process enabled the project team to extract the data points required for an operations efficiency review, build high-level capacity models, accurately identify excess capacity by applying best-in-class production metrics, and outline clear, easy-to-implement changes for the department to align work requirements (arrivals, volumes and operation deadlines) with schedules.

In less than two months, the Verint Witness Actionable Solutions and ABN AMRO team was able to present quantified benefits and actionable implementation advice that empowered the executives of ABN AMRO's Service Products Group to internally implement and realize the productivity improvements, while maintaining service levels.

* At the time of implementation, the solution was called StaffSmart® and was offered by Demos Solutions. Since then, Demos Solutions has become part of Verint Witness Actionable Solutions, and the solution has been renamed Impact 360.

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"We've made permanent changes in our management processes, and now have better tools to support those processes. These are lasting changes that we'll be able to manage."

– BARRY BARRETTA, GROUP SENIOR VICE PRESIDENT, ABN AMRO, N.A.

BENEFITS

The results ABN AMRO experienced through Verint Witness Actionable Solutions' operations efficiency review were significant. The firm realized an 800 percent return on investment on the project. Improvements totaling \$3.3 million were identified, with an immediate savings of approximately \$660,000 — based on 22 full-time equivalent staff.

ABN AMRO's implementation of Verint Witness Actionable Solutions' recommendations also resulted in a 38 percent increase in operating margin, an 11 percent overall volume activity, and a six percent reduction in headcount.

About Verint Witness Actionable Solutions

Verint® Witness Actionable Solutions™ was formed as a result of Verint's successful combination with workforce optimization provider Witness Systems. Our software and services enable organizations to capture and analyze customer interactions, improve workforce performance, and optimize service processes in contact center, branch, and back-office operations.

Verint. Powering Actionable Intelligence.®

Verint Systems Inc. is a leading provider of actionable intelligence™ solutions for an optimized enterprise and a safer world. More than 10,000 organizations in over 150 countries rely on Verint solutions to perform more effectively, build competitive advantage, and enhance the security of people, facilities, and infrastructure.



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