

First American Bank Deploys KIVA's Contact Center Software as the Foundation of its Customer Care Strategy

Privately held First American Bank takes customer care very seriously—the institution knows that the way it handles customer problems and requests is a crucial factor in building and maintaining meaningful customer relationships. That's why First American sought to replace its customer contact system with a cutting-edge solution for better managing each customer's experience. The bank was seeking advanced technology capabilities that would improve automation and efficiency, but also a system that was more intuitive to the way it wanted to serve its customers. First American found everything it was looking for, and more, in KIVA's Respect™ Contact Center (uCC) software.

The technology foundation of the bank's customer experience management strategy, the Respect uCC software gives First American a single, front-end solution from which its employees can swiftly retrieve all existing customer information from multiple data sources; those which were also integrated as part of the overall project. As a result, using the KIVA system, the bank has been able to significantly streamline the case management process across the branches as well as the call center, quickly respond to customer requests and provide exceptional service.

Client Snapshot



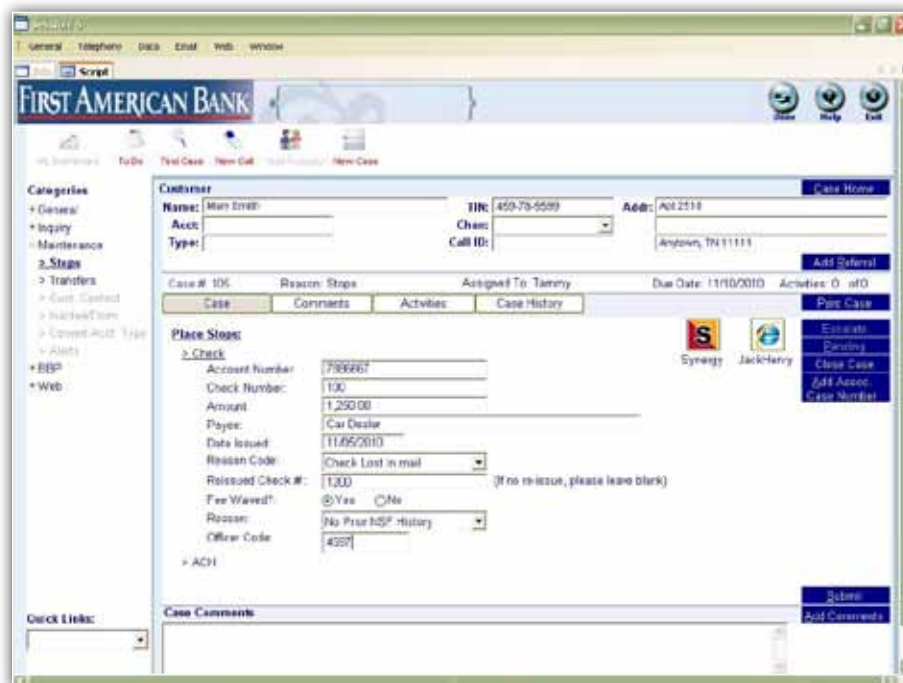
First American Bank
Chicago, Illinois USA

Commercial & Retail Bank
Serving the Chicago Area

www.firstambank.com

"With KIVA, we re-engineered our overall service process flow to centralize information sources, accelerate customer response time, and re-focus staff on understanding service delivery issues—instead of navigating the bank's previously cumbersome systems. User acceptance of the system was fast and overwhelmingly positive."

— Kim Kohon
executive vice president, deposit
operations director
First American Bank



Project Highlights

The project—which only took ten months from project planning to implementation—was a close collaboration between First American and KIVA. KIVA's expertise in the technology, integration skills and Best Practical Performance® approach to deployment coupled with the bank's vision of the optimum case management application led to the successful deployment of a solution that has not only met First American's needs, but also exceeded the functionality of the bank's prior solution.

As a fundamental aspect of the implementation, KIVA deployed an advanced integration interface into First American's core Silver Lake system using Jack Henry's jXchange XML technology. Built upon a flexible Microsoft.NET platform, the uCC case management software provides the bank with a one-stop service delivery solution that seamlessly integrates more than eight information sources, including Microsoft Active Directory, Lotus Notes and external databases. First American is also able to access an unlimited number of external applications and/or web sites from within the KIVA software.

Benefits Realized

The efficiency gains First American realized from the KIVA solution were almost immediate, due to the fact that the bank was far better equipped to serve its customers. The time it takes for the bank's customer service representatives to open a new case record has been measurably reduced. By providing representatives with fast access to information, service delivery has also been streamlined; the lapsed time between receiving a service request and fulfillment of that request has been appreciably reduced.

It is now also possible for many customer issues to be resolved on the first contact when previously, resolution required back-office follow-up. Whether a customer contacts the bank with a question, account problem or product inquiry, the KIVA case management application generates a record for each interaction and enables First American to proactively track and manage how it responds. Among other things, this drives staff accountability, which goes a long way in ensuring that customers' needs are quickly and thoroughly met.

About KIVA Group

KIVA Group is a global provider of unified customer interaction and experience management software that helps financial institutions to integrate and optimize their multiple delivery channels to achieve sales success through exceptional service. Respect™ 7, the company's technology platform and suite of applications, is enabling banks and credit unions worldwide to connect the customer, product and services information they need to create a more satisfying experience with each interaction. These teller, branch, internet, call center, IVR, marketing and sales software products can be implemented as point solutions or as part of a strategic initiative to completely unify the enterprise.

