Systems Engineering of Egypt (SEE) lead the way with Eleveo's Video Recording Solution for a leading bank's video branch communications

SEE Systems Engineering of Egypt

CLIENT HISTORY WITH ELEVĒO

Our client is one of the leading banks in Egypt offering a full range of banking services to its customers through a network of branches & banking units across the country.

THE CASE IN DETAIL

Target

With Egypt's relatively young and well-educated population, our client recognized the potential advantage it could gain by implementing the concept of video branch communications as part of their Digital Transformation journey. The video branch communication concept is where there are no customer facing employees on site, but transactions are handled and services are provided virtually in a remote contact center.

Our client decided to be among the first banks in the Middle East Africa region to record all video sessions between their customers and their video equipped branches' contact center staff. In this way, they could capture all aspects of the conversations including the body language of the staff, which might influence the customer's feelings about the service they receive, and the customer's non-verbal language, which can give insights into how the customers feel about the new service and in turn affect the decision to do the service.

According to research conducted by the Forrester Corporation, video traffic involving financial institutions has increased 155% worldwide in the past 12 months.

The benefits of video calling are that it replicates the feeling of a face to face conversation. This is naturally very important to banking clients who may well have entrusted their life savings to the bank, and a face to face conversation enables both the client and the bank employee to understand, trust and empathize with each other better.

This technology helps realize some serious business efficiencies. By having bank staff located in a central contact center instead of in widely distributed branches, it is easier for the bank to balance the workload that each employee handles, and staff do not need to sit idle at the less popular branches.

Solution

Our client selected the partnership of Eleveo (formerly known as ZOOM International) and Systems Engineering of Egypt (SEE) to design and implement this project because of their excellent previous experience with the partnership in their design, installation, maintenance and support of the original call recording solution for their call center which is expanding on regular basis with additional seats & even adding new clusters.

Unlike other vendors' products, the Eleveo solution runs on Linux, instead of Windows and SQL. This makes the total cost of ownership more attractive. Eleveo's solution is compliant with the PCI-DSS guidelines and can record any streams that can be routed through a Cisco CUBE deployment.

Our client exercised due diligence when adopting the solution after SEE / Eleveo offered them the opportunity to try the system in a 30-day Proof of Concept project. As a result, the SEE / Eleveo partnership met with their stringent requirements and the solution was adopted by the bank.

The implementation's success was the result of the dedication, energy and expertise of SEE team who had attended all the design and implementation phases as well as the maintenance enablement session which Eleveo had to offer.

As a result of their satisfaction with the original solution, our client is planning to expand their deployment of this technology.

Partner

As one of the leading founders of the IT industry in Egypt & the MENA region, Systems Engineering of Egypt operates under three major lines of business (IT, E-Payments & Airport). Founded since 1984 by a group of visionary market leaders; SEE has gained its reputation & market standing as an exceptional service provider & systems integrator, maintaining the highest professional standards in customer support, implementing the latest technological trends that have reshaped Egypt's entities & organizations for the last three decades & counting.

With the world heading towards a novel era of digitization, SEE offers state of the art integrative solutions through a conglomerate of technology partners, while meeting & surpassing market demands, instigating advancements in a variety of market segments.

Catering to the business ideal of digitalization, SEE has rigorously worked on its vision to stand

as one of the leading organizations serving digital transformation as the pinnacle of its ambitions. The company thus stands to mitigate businesses to reach their utmost potential, headlining quality service at the highlight of its drive.

By participating in building the infrastructure of several strategic projects in the Egyptian market, SEE also serves Egypt's 2030 vision with fastidious steps, garnering its stable positioning & reputation by capitalizing its expertise in a diverse range of sectors, mastering an amalgam of technologies centralized around customer satisfaction & remarkable end user experiences.

SEE has been working with Eleveo for more than 10 years providing successful designs and implementations of its technology for many shared customers in multiple verticals throughout the region.

About Elevēo

Elevēo was formed to provide effective, simplified solutions for complex contact center problems.

Our products provide only features needed to elevate contact center operations & processes, are built using modern frameworks and cloud-native technologies that scale & move with your business.

Elevēo products are birthed from ZOOM International with its rich WFO history and award-winning products, services and reputation for service.