



CUSTOMER CASE STUDY

First National Bank in Fleetwood

TeleVantage Improves Efficiency While Saving Money

Problem:

- The First National Bank's existing phone system's capacity was maximized and lacked basic functionality.
- Frequent maintenance and account changes resulted in costly service fees from third-party vendors.
- The phone system's inability to keep pace with the bank's growth was jeopardizing customer service and their reputation.

Solution:

- The First National Bank chose TeleVantage, an open systems, software-based phone system.
- With TeleVantage, system maintenance is handled in-house, eliminating the bank's dependence on outside vendors.
- The system's expansive menu of features has improved employee productivity and customer service.

Results:

- The call-handling capacity and advanced functionality of TeleVantage has increased the bank's efficiency by 25%.
- The system's self-administration capabilities have saved First National Bank thousands of dollars in service fees.
- The flexibility and expandability of TeleVantage ensures that the bank's needs continue to be met.

For nearly 70 years, First National Bank in Fleetwood (Pennsylvania) has been dedicated to serving its customers and community by delivering leading edge financial products and services with the personal touch. This philosophy has helped the bank experience a steady growth, yet their existing phone system was unable to keep pace, having reached its maximum capacity. The inability to handle the increasing call load and the lack of basic functionality was negatively impacting the level of service the bank delivered to its customers. First National needed a new phone system that could effectively handle their call volume today as well as expand to meet their needs in the future. The bank also required an all-inclusive system that offered many robust features to help staff provide the first-rate customer service that their reputation was built upon. They also desperately wanted to reduce operating and maintenance costs.

TeleVantage – Advanced features in a comprehensive package

After comparing several leading systems, Don Bernsteel, Vice President, Operations of the First National Bank in Fleetwood, chose TeleVantage, Vertical's open systems, software-based phone system, to provide the bank with the call handling, expansion, flexibility and maintainability they needed. The results with TeleVantage have been impressive. Since a telephone call is frequently the initial contact with a potential customer, poorly handled communication can reflect unfavorably on the bank's reputation and result in lost business. TeleVantage has eliminated that concern for First National, as the bank experienced an almost immediate improvement in the efficiency of communications between staff and

customers, including a significant reduction in dropped or abandoned calls. “The flexibility of TeleVantage is amazing,” raves Bernsteel. “I am confident that TeleVantage has been responsible for a 25% increase in the bank’s call handling efficiency.”

TeleVantage ViewPoint, the system’s desktop graphical interface, provides First National with another tool for improving productivity. This feature enables employees to visually manage calls, voice mail and settings – including indicating their availability status for others to see. Previously, the bank used a sign-out board to show who was in the office. But, with the bank’s offices spread out over 3 floors, this wasn’t a fail-safe method of determining who was actually available. With TeleVantage ViewPoint, employees can instantly see who is available and transfer the call accordingly. And since every employee can easily change their status – such as in a meeting, do not disturb, or on break – colleagues and customers are never left on hold unnecessarily.

Seamless Call Routing Improves Customer Service

Another TeleVantage feature that Bernsteel found equally impressive is “Follow-Me Call Forwarding” which transparently routes calls to other specified extensions or external numbers. By allowing calls to transfer seamlessly from phone to cell phone to pager, or to another employee keeps the bank closely in touch with its customers. First National Bank firmly believes that for callers to receive unequaled customer service, each one should be able to speak with a live person. Having calls automatically forward to external locations or other extensions when the primary contact is unavailable enables the bank to connect callers quickly and easily, as well as accomplish their customer service goal. “TeleVantage definitely allows us to handle customer calls more efficiently,” notes Bernsteel.

TeleVantage Delivers Substantial Savings

Bernsteel also based his decision to purchase TeleVantage on its ease of maintenance. As the bank’s business increases, new employees are hired, creating a steady need for new lines and additional extensions. With TeleVantage, Bernsteel can perform routine maintenance, such as moves, adds or changes, himself – eliminating the dependency on an expensive third-party vendor to provide this service. Bernsteel estimates that based on an average cost of \$200.00 per service visit, TeleVantage has already saved First National Bank thousands of dollars in service fees. “TeleVantage gives us the flexibility to accommodate for future growth,” says Bernsteel.

Reliability increases Productivity

Weather often causes First National Bank to lose power. “During the summer months, we lose power at least once a week,” notes Bernsteel. The previous telephone system’s backup did not function properly, requiring each employee to manually spend 15-30 minutes reprogramming their phone after the power was restored. “We can’t afford to spend 20 or more man hours every week getting back up and running.” The rock-solid reliability of TeleVantage has eliminated this issue and enables First National Bank to keep working during adverse conditions.

TeleVantage Put Customer Service First

Bernsteel knows that the surest way to expand business and maintain their reputation is to always put customers first. Since its installation, TeleVantage has helped First National Bank to streamline the customer service process across-the-board. This has translated into steady growth through a greater number of satisfied customers. “When you consider all of the features, flexibility and cost savings compared to other products, TeleVantage is an outstanding product,” raves Bernsteel.

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*Don Bernsteel
Vice President, Operations
First National Bank*