

Matrix Comsec

Marketing Communication

AU Small Finance Bank Offers Convenient Banking Experience to Customers with Matrix Telecom Solutions

Matrix, pioneer in the field of manufacturing Telecom and Security products, has a bag full of industry specific solutions. The systems are designed to fulfill the distinct needs of different sized businesses.

Lately, the company along with its famous partner – Radhika Electrotech Pvt. Ltd., improvised the communication infrastructure at one of the budding financial institutions – AU Small Finance Bank. The bank was opening branches across the country with a view of enhancing experience of masses. For delivering reliable and quick services, it was necessary for the professionals to remain in touch with the desk employees. Bank authorities understood the importance of uninterrupted communication, and hence, were looking for a solution that would bring multiple employees on the same communication platform. Since the bank was in expansion phase, the authorities were aware that numerous calls would be placed either for promotional activities or understanding the needs of customers. Therefore, they wanted a solution that offers adequate number of calling channels and bandwidth to handle the heavy influx of calls. The decision makers also had an idea that the operators will find it difficult to easily attend or transfer such heavy number of calls to its desired destination. With a vision of offering superior services to their customers, the authorities were concerned about the security of customers' data as well.

A brief overview of the case is as follows:

Challenges:

- ?Internal Communication Bottlenecks
- ?High Call Drop Ratio
- ?Security of Data Exchange
- ?Easy Management and Call Transfer for Operators
- ?Improved Access to Call Management Features

Solution:

- ?Matrix Range of Advanced PBX at the Head Office
- ?Matrix Intelligent Communication Solution at Jaipur and Mumbai
- ?Matrix Modernistic Solution at Branch Office in Gujarat and Other Parts of Country

Results:

- ?Augmented Collaboration
- ?Improved Efficiency

“We are thrilled to satisfy the communication needs of such a renowned group. Understanding the concerns of AU Small Finance Bank was a unique experience for us and we will employ the same knowledge for other financial institutions as well” remarked Ganesh Jivani, Managing Director.