

Matrix Comsec

## Marketing Communication

### ***Leading Thai Bank Increases Service Quotient for Retail Sector and SMEs with Matrix Telecom Solutions***

Matrix is a leading Telecom and Security solutions company which specializes in providing solutions abreast of time and technology. Catering to clients present in more than 50 countries, Matrix products are versatile, feature-rich and reliable solutions built with latest hardware and software technologies. Prominent business segments like manufacturing, BFSI, healthcare and hospitality have sufficed their communication and security needs with Matrix's wide product portfolio.

The banking industry is one such domain where correctness of data matters the most. Therefore, itinerant professionals have to remain constantly connected with desk employees to answer customers' queries with appropriate data. To cater to this need, several banking and financial institutions look for communication solutions that establishes a robust communication network between the on-field staff and desk employees.

Recently, a Thailand based credit retail bank addressed the commercial and investment needs of retailers and Small Medium Enterprises (SMEs) across its 30+ branches nationwide with Matrix Telecom solution. Banking authorities were seeking a solution which brought on-field employees and branch employees under the same communication net. More so, they wanted a solution which helps them enhance their connection with customers. For imparting a professional touch to the customer calling experience, they were in need of a solution which bypasses operator and enables customer to connect with the concerned banking professional. Scouting the market for solutions, bank officials decided to opt for Matrix range of Telecom products to suffice the need of secured internal communication, after testing the reliability and performance of the systems.

A brief overview of the case is as follows:

#### Challenges:

- Streamlined Internal Communication
- Reachability of the Mobile Staff
- Proper Management and Handling of Outgoing Calls
- External Call should Land on a Particular Extension
- Security of Information Exchanged

#### Solution:

- Advanced Communication Platform
- Extensions to Improve Reachability of Employees
- GSM Connectivity for Mobile Workforce
- RCOC (Return Call to the Original Caller) Feature
- System Tailored on Advanced Security Protocols

#### Results:

- Flawless Internal Communication
- Improved Quality of Interaction with Customers
- Assurance for No Information Leakage

“Matrix’s futuristic solutions have always marked its presence in global market. Cases like this are an evidence of the empowering vision that the company adheres to”, said Sagar Gosalia, Sr. VP. Sales and Marketing.

#### About Matrix

Established in 1991, Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. Matrix, an innovative, technology driven and customer focused organization, is committed to keep pace with the revolutions in the telecom and security industries. With more than 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like IP-PBX, Universal Gateways, VoIP Gateways and Terminals, GSM Gateways, Access Control, Time-Attendance and Video Surveillance solutions. These solutions are feature-rich, reliable and conform to the international standards. Having global footprints in Asia, Europe, North America, South America and Africa through an extensive network of more than 1,000 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained trust and admiration of customers representing the entire spectrum of industries. Matrix has won many international awards for its innovative products.