

THE VARACHHA CO-OPERATIVE BANK IN SURAT TRUSTS MATRIX FOR ITS DAILY COMMUNICATION NEEDS

CASE
STUDY



INTRODUCTION

The Varachha Co-operative Bank Ltd. has 18 branch offices located across the Surat city. They wanted to switch over to an efficient communication medium, reduce communication cost and continue doing what they are best at - satisfy their customers' needs with innovative financial solutions providing services, competency and flexibility.

INDUSTRY	BFSI (Financial Services)
CUSTOMER	The Varachha Co-operative Bank Ltd.
LOCATION	Surat, India
CHALLENGES	<ul style="list-style-type: none">• Connect 18 Branch Offices across the City for Inter-branch Calling• Huge Communication Overhead for Branch-to-Branch calling using PSTN• Improving Customer Service over a Phone Call• Manage Multi-location Communication Centrally
SOLUTION	<p>Head Office:- ETERNITY GE12S with 65+ Extension</p> <p>Branch Offices:- ETERNITY PE6SP with 15+ Extension</p> <ul style="list-style-type: none">• Connected Branch Offices with Peer-to-Peer IP Telephony• Bypassed PSTN Toll Charges for Outbound Trunk Calling• Enhanced Customer Experience using Latest Telephony Features• Web based Management
PARTNER	LANSAR BUSINESS SOLUTIONS, SURAT

CHALLENGES

Increasing business growth had put pressure on the customer to expand their branches across the city. Connecting multiple branches across the city is the foremost requirement for the customer. Using the traditional telephony system for making outgoing calls through PSTN trunks leads to an increase in the communication overhead for inter-branch calling. The customer wanted to have such a communication system, through which they can provide better service to their end customers and, which is centrally manageable.



SOLUTION

Matrix, working along with regional channel partner - **Lansar Business Solutions**, understood the requirement of the customer and delivered Multi-location IP-PBX Solution with - ETERNITY GE12S at Head Office with 65+ extensions and ETERNITY PE6SP at branch offices with 15+ extensions.

- **CONNECTED BRANCHES WITH PEER-TO-PEER IP TELEPHONY FEATURE**

With Peer-to-Peer application, customer places VoIP calls without involving proxy server. IP address of different branch locations programmed with three digit dialing number is defined in the Peer-to-Peer table. Each branch IP address is programmed and shortened with three-digit dialing can fetch branch extensions. A branch office can be connected with other branch offices by just dialing a small three-digit extension number.

- **BYPASSED PSTN TOLL CHARGES FOR INTER-BRANCH CALLING**

For inter branch connectivity, the customer was paying heavy PSTN toll charges per call. The customer saved thousands of rupees as our IP-PBX resolved their problem with each call placed over VoIP network reducing branch-to-branch call charges.



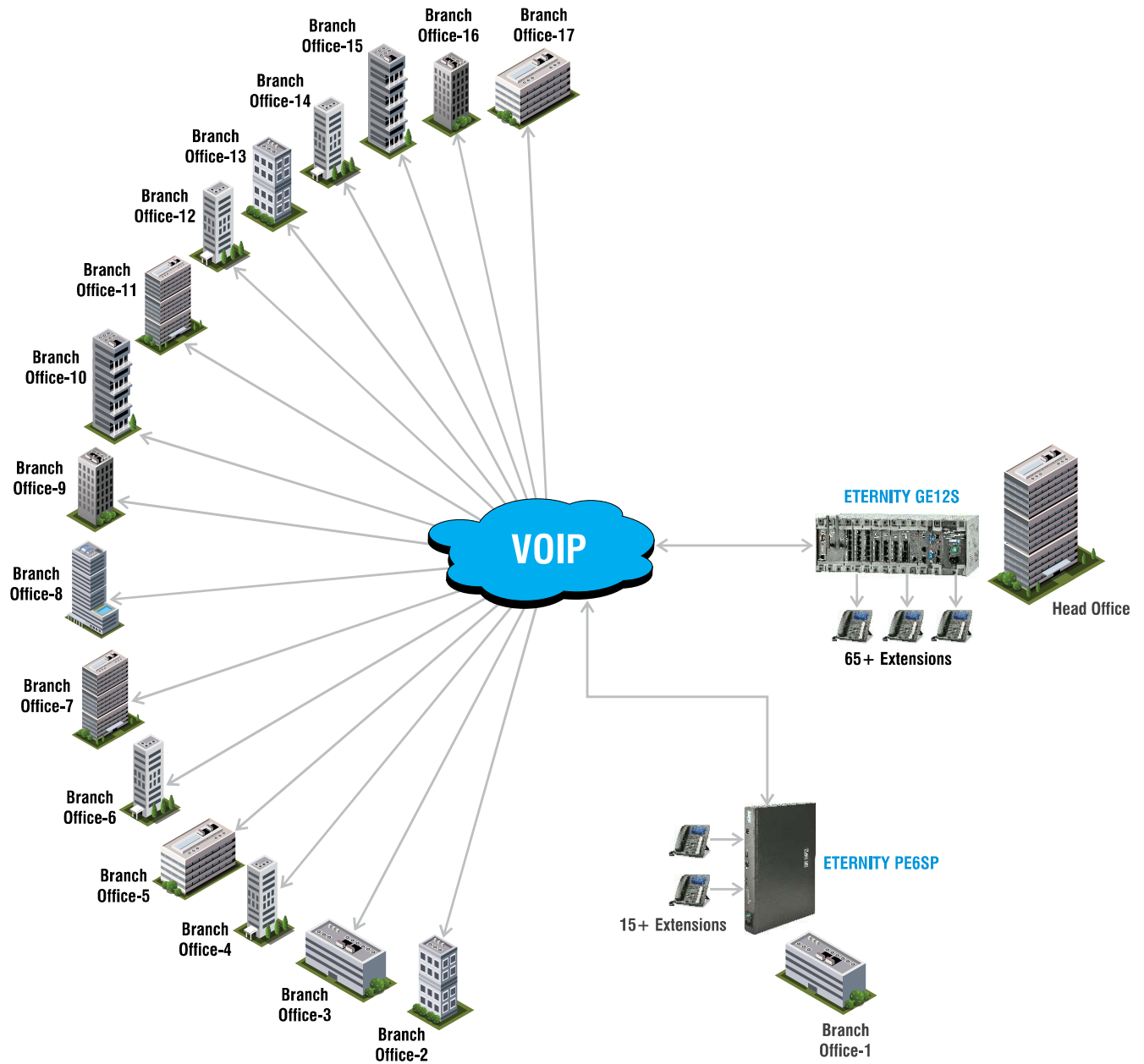
- **ENHANCED CUSTOMER EXPERIENCE USING LATEST TELEPHONY FEATURES**

Features like RCOC, Dial By Name, CLI based Call Routing, Play Music on Hold, Play Automated Messages 24x7, Greet Customers in Local Language have enriched customer experience.

- **WEB BASED MANAGEMENT - EASY TO MANAGE FOR IT/TELECOM STAFF.**

Adding extensions/users and assigning extra features to a particular person can be done. Use Graphical User Interface remotely without being present at the location.

APPLICATION SCENARIO



RESULTS



Seamless Communication between 18 Branch Offices



Enhanced Customer Experience over Phone

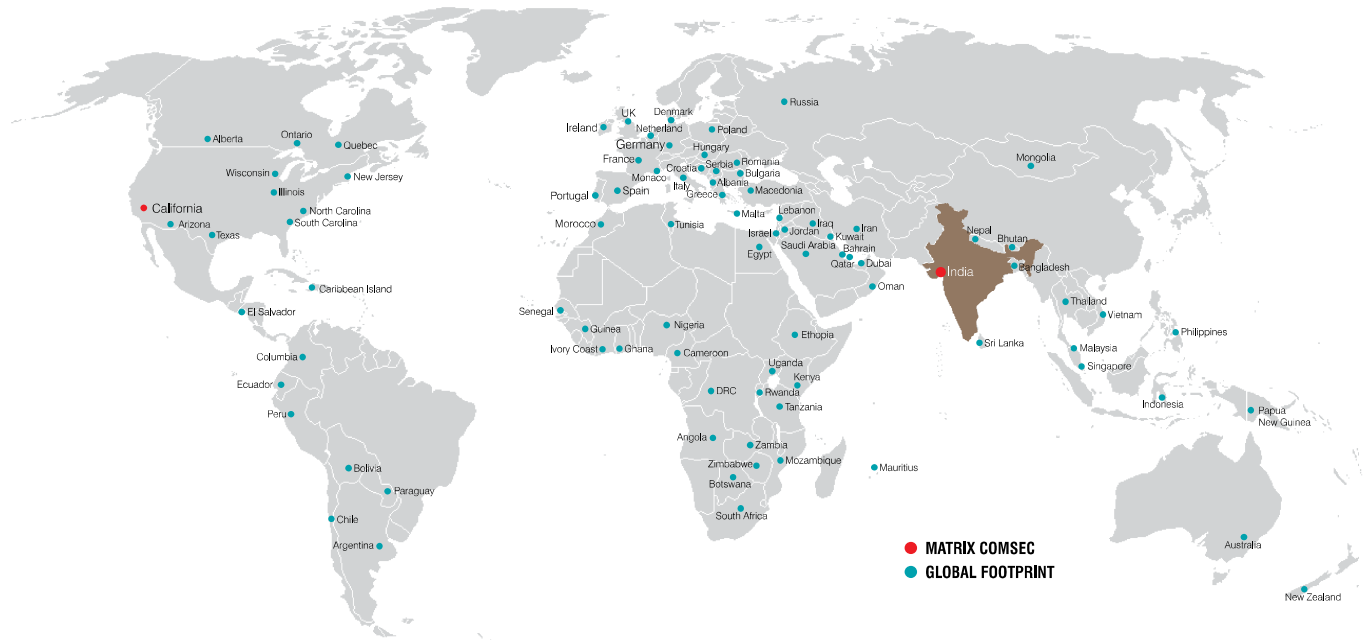


Reduced Telecommunication Cost by 60%



Convenience Delivered with Plug-n-Play Operations

MATRIX GLOBAL FOOTPRINT



ABOUT MATRIX

Established in 1991, Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. An innovative, technology driven and customer focused organization; Matrix 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 foot-prints in Asia, Europe, North America, South America and Africa through an extensive network of more than 500 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.

For further information, please contact:



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Due to continuous technology upgrades, product specifications are subject to change without notice.