



HOW DO THEY
KNOW EXACTLY
AT THE

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BCR-ERSTE BANK

EACH EMPLOYEE'S
PERFORMANCE?



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THE KEY OF SUCCESS: CHALLENGING FOR A BETTER PERFORMANCE.

STAYING ON THE TOP

Following the changes in Romania, at the beginning of the 90's, BCR Bank (Romanian Commercial Bank) became and grew up as one of the most successful and stable financial institutions of the country.



2006 was another special year in the calendar of the bank, as became a member of the Austrian ERSTE Bank Group. One of the great challenges of the old-new bank was, how to keep his reputation, while introducing internationally successful processes, through which makes a big step in overall efficiency.

In the bank's vision, one of the keys of the success is the customer relations and the supervision of employees work, motivating them for a higher performance. In July 2009 the bank decides to purchase queuing systems. During the autumn ONLINET wins the tender and the possibility of supplying 6 demo systems. Using them for almost a year, the positive feed-back convinces the bank's management to install similar systems in the branches located in the biggest cities, throughout the country. A contract for installation of 71 systems is closed with ONLINET.

„ It was so convincing“

says László Salamon
Managing Director of ONLINET Romania

„Our 6 demo systems performed so well, were so convincing, as instead of the original 30-40 branches, they have asked to install our queuing system in their 71 branches.“

BCR 

Facts
Figures &

ERSTE 
BANK

Headquarter: Wien, Austria
Established: 1819 (Erste) 2006 (BCR acquisition)
Number of countries where operates: 8
Number of clients: more than 17 million
Number of branches: more than 3200
Number of branches in Romania: 650
Number of employees: more than 50,000
Turnover: 3.7 billion EUR (2009)
Net profit: 903. 4 million EUR (2009)



„Cannot imagine our work without it“

says a member of staff
at BCR Bank Romania

„At the beginning was strange and odd. Today we cannot imagine our daily work without it“



Monitoring & statistics

at the managers service

EQUIPMENTS

Primary parts of the Queue Management System installed in the BCR Bank branches:

- MULTI-Q ticket dispenser with 19" touchscreen
- LED based central display
- LED based counter displays
- CDS Monitoring and Statistics software

The ONLINET CDS Monitoring and Statistics software offers, beside many others, the following functions:

- Management and statistics according to regions
- Statistics according to the type of the customer
- Data filtering according to a specific day or time interval
- Actual status monitoring of each desk in every branch
- Waiting time and selected service statistics
- Staff status and actual activity report within the branch
- Alert when preset critical waiting times has been reached

BENEFITS

The ONLINET Queue Management System has changed radically the efficiency and overall performance of the Customer Services in the BCR Bank branches:

- the customer waiting times became measurable
- the administration/service times became measurable
- the staff efficiency became measurable
- the success of specific product/service became measurable
- the objective staff optimization became possible
- processes never measured before, became measurable



ONLINET Group in a nutshell

ONLINET Group is a European leader in developing, manufacturing Queue & Customer Management Systems and Digital Signage solutions. With branches in 7 countries and resellers on 3 continents we provide solutions in the Financial, Telecommunication, Retail, Healthcare, Education, Transport and Public sectors.

Awarded by Deloitte in 3 consecutive years, as one of the fastest growing technology company in the Europe-Middle East-Africa and Central Europe regions, ONLINET through it's systems manages around 500,000 customers daily in more than 1,200 Customer Services.





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