



a series of case studies that demonstrate ICR's unique approach to problem solving and enhancing the operations of the country's leading customer-focused businesses.

← No. 5 **Coutts**



How we provided a mobile interface for field staff who needed real time information at their fingertips - a quick and economical solution utilising existing resources

Background

Coutts offers a highly personalised banking service to the rich and famous. They operate with over 200 specialist advisors all over the country, wherever the client happens to be. The products they provide are complex, flexible and regularly changing.

The Challenge

There was a need to keep their field staff informed of up to the minute changes of products and fluctuations in the world of finance. Also, advising of appointments at short notice was crucial, to be able to deliver the type of service their clients demanded.

Email had been used in the past but there was a problem with the frequency with which they were picked up: All the staff had mobile phones and lap top computers but not all had the means to access email whilst away from their offices.

The Solution

ICR installed a 'MessageCare' system - a total SMS management tool. The database was segmented into various user groups with different needs for information.

An interface from computer to the mobile phone network enabled Coutts to track every communication, logging sent messages, acknowledgments and routing replies.

The Benefits

MessageCare provided a much more efficient means of communication, enabling contact wherever the field staff were. The management information available gave Coutts all the data they needed to run an effective and now, highly informed team.

The Figures

The whole system was up and running for a fraction of the cost of providing a mobile online capability.

Because the system is simple to operate both from a management and user point of view, total adoption took just days.



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