



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. 6 Yorkshire Building Society

How we developed an Interactive Voice Response Interface for a Self Service Share Save Scheme -

the interface proved to be a unique selling point for the product

Background

The Corporate Business arm of Yorkshire Building Society (YBS) is a leading provider of Share Save Schemes and Share Incentive Plans which they promote on behalf of large organisations. Originally this was a paper based operation with document image processing and manual input into the IT system.

As competition increased, in order to make the Schemes even more attractive to client organisations YBS decided to offer a 'Self Service' option. This would enable client's employees who wished to participate to specify the scheme type and contribution level directly via the web or an Interactive Voice Response (IVR) system.

The Challenge

Working to demanding timescales, the ICR team had to take existing systems and develop an IVR interface that would synchronise with all processes, including the new web system, which was being developed in parallel by YBS themselves.

The Solution

ICR provided YBS with the innovative solution that also provided a unique selling point, allowing them to win favour over their competitors. The

cost effective IVR platform chosen was Envox Show 'n' Tel.

This provided an extremely resilient and fully mirrored system that integrated seamlessly with other components of the solution.

The Benefits

ICR worked closely with YBS to achieve full integration of the web and IVR services and YBS can now offer one of the most flexible Share Save Schemes and Share Incentive Plans on the market. This self service channel provides a much more efficient and accurate service. In addition, the significant reduction in data processing time means that management information about the success and uptake of the plan is available much sooner than previously.

The Figures

Customer research has shown that with the combination of Telephone and Online application options, 91% of customers believe the scheme to be more convenient than a paper based scheme.

The solution reduced paperwork, cut administration time and provided a customer friendly, fully integrated system.



ICR Speech Solutions & Services Ltd

Merchants Quay
Ashley Lane
Saltaire
West Yorkshire
BD17 7DB

T (0)1274 821111
F (0)1274 821177
www.icr3s.co.uk
e info@icr3s.co.uk