



Barclays Success Story With ASAP

The Customer

Barclays is one of the United Kingdom's largest banks. Currently experiencing rapid growth, Barclays already handles 50,000 calls a day and the number of Internet and telephone-banking customers are expanding dramatically.

The Challenge

Barclays previous contact management system was being pushed well beyond its limits. It was a critical to implement John Quinn's (Sales Director) vision of the future of being highly competitive. Barclays want to be able to call the customer before they are even aware that they need to make a deal and to call with something that is tailored to customer's specific requirements.

The Solution

We were selected as the contact management implementation partner. Barclays appreciated our depth and breadth of understanding of the financial services market as well as the expertise and commitment to customer relationship management.

The objective was to achieve the Barclay's business strategy of managed efficiently and high service levels. This started with the process of studying the business, understanding requirements and identifying re-engineering needs. Our team then designed, developed and implemented the contact management system that could be used for improving the day-to-day contact management requirements.

ASAP's target users included people involved in operations and call center. The system was installed at all their offices and could be accessed by all call center executives. We transferred substantial amounts of historical data.

We were able to achieve managed efficiency by faster response times and so happier customers. The end users of the system had no complaints.

Currently, Barclays call center user base is distributed across 3 locations. By minimizing manual labor and allowing them easy access to error-free information, it has significantly enhanced productivity. The benefits of this will be manifested in multiple ways across the business.



ASAP Goldmine Consultancy Limited

Hunters Lodge, Stony Lane, Little Kingshill
Buckinghamshire, United Kingdom.

Tel: 0870 766 8561 *Fax:* 0870 766 8562

[enquiries@asap-group.com/](mailto:enquiries@asap-group.com) www.asap-group.com