

Customer EXPERIENCE

ABOUT RABOBANK GROUP

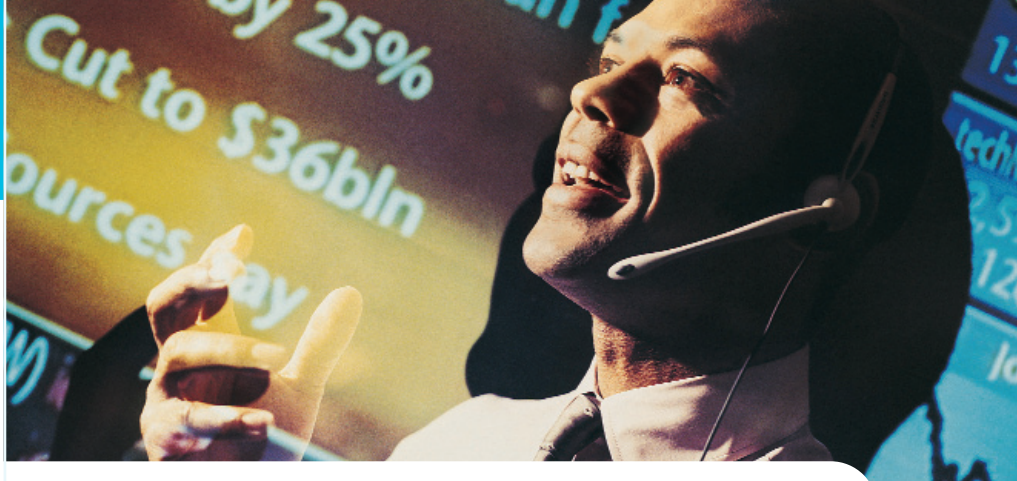
The Rabobank is a financial services provider that offers a broad spectrum of services and products, both within the Netherlands and internationally. The Rabobank is a cooperative organization that is owned by and works on behalf of its customers and one of the most solid and creditworthy banks in the world. The Rabobank is the only private bank to have been given a triple A rating by both Moody's and Standard & Poor's. For more information visit: www.rabobank.nl

CUSTOMER NEEDS

- Replace existing telephone systems by a single integral solution
- Flexible telephony environment
- Single point of contact for all branches
- Employees not restricted to a fixed-location workstation

"IP technology from Mitel offers us many advantages. We have significantly improved the telephone availability of our branches and can now use our workstations flexibly. Moreover, Mitel's solution is very cost-effective. From the moment we went live with Mitel's solution, we started to make considerable savings in the areas of telephone system maintenance and management."

— Ton Van Kuilenburg,
Services Manager,
Rabobank Randmeren



Rabobank Randmeren reduces costs with Mitel IP Telephony

The banks and branches servicing the Bunschoten-Spakenburg, Nijkerk and Harderwijk-Ermelo-Putten areas in the Netherlands recently merged to form a new Dutch Rabobank entity: Rabobank Randmeren. As a result, it was necessary to combine the IT departments of the various branches and their business processes. A new telephone infrastructure was also required. Rabobank Randmeren chose an IP telephony solution from Mitel® that fully met Rabobank's needs.

Increased flexibility

Before the merger, Rabobank Randmeren consisted of three different banks operating from eight different sites. Each bank had its own telephone numbers and telephone system. Consequently, the bank spent a considerable amount of money and time on telephone system management and maintenance. The merger was an opportunity to change the situation for the better. The objective was to increase the manageability, scalability and ultimately, the flexibility of the new telephony environment. The new system that Rabobank Randmeren wanted to purchase needed to function as a single telephone exchange so customers could contact the various branches of Rabobank Randmeren by dialing a single number. Furthermore, Rabobank Randmeren no longer wanted its employees to be restricted to a workstation at a fixed location.



it's about **YOU**

SOLUTION COMPONENTS

- 1 x Mitel 3300 LX Controller
- 12 x Mitel Navigators
- 5 x Mitel 5235 IP Phones
- 353 x Mitel 5224 IP Phones
- 91 x Mitel 5201 IP Phones
- Mitel Contact Center Management Enterprise Nodes

RESULTS

The results of the implementation at Rabobank Randmeren:

- Good telephone availability and accessibility to the different branches of the bank
- Flexibility in the use of workstations so that employees are no longer tied to a physical telephone
- Lower maintenance and management costs

Deciding factors to go IP

The bank asked an implementation partner for advice about the type of new telephony environment that was to be used. Rabobank Randmeren initially intended to purchase a conventional telephone system, but on the advice of the implementation partner, ultimately chose an IP telephony solution from Mitel, instead. The implementation partner indicated that Mitel's equipment was reliable and offered both good value for money and a high level of user flexibility. Ultimately, the flexibility and manageability of the Mitel IP telephony solution were the decisive factors behind Rabobank's choice.

Mitel IP telephones

Rabobank Randmeren purchased more than 450 Mitel IP telephones, consisting mainly of the Mitel 5224 IP Phones. The phones are used by most of Rabobank Randmeren's employees. This device is characterized by a large number of handy quick selection buttons for the telephone directory that can be used for setting up a conference call, for example. Contact center employees use the Mitel Navigator®, an ultramodern, strikingly styled and highly versatile device with a broad range of functions. This device is placed under the screen instead of alongside it. This arrangement improves workstation ergonomics enormously as the user does not have to turn away to use his PC and keyboard. All the workstations are set up as hot desks / flexible workstations. Each employee can log on to any device at any location using his or her personal number. All call forwarding and device settings are automatically transferred to the workstation in question.

Cost-effective

"Even at this early stage, we can already see many benefits," says Ton Van Kuilenburg, the Services Manager for Rabobank Randmeren. "For example, the telephone availability of our branches has improved significantly as customers now call a single central telephone number which is always manned. The lines converge in Nijkerk and are then redirected via a land line to the Local Customer Contact Center (Lokaal Klant Contact Center or LKCC) in Harderwijk. Incoming calls are processed here and fulfilled as far as possible; customer enquiries are either answered or transferred to the right person internally. This method helps us maximize the focus on the customer, as the Contact Center is able to access all the data relating to the customer and can assist the customer with whatever he requires. The Mitel solution is also very cost-effective. We have already achieved considerable cost savings in telephone management and maintenance," continues Van Kuilenburg.

Rapid implementation

The initial plan was to implement the system in six weeks, however circumstances compelled Rabobank Randmeren to reduce the implementation period to two weeks. "We were able to meet this demanding deadline due in no small part to the ease of use of the Mitel devices," said Van Kuilenburg.

The future

Rabobank Randmeren is completely satisfied with Mitel's equipment. Concluded Van Kuilenburg, "Mitel's IP technology has not only significantly improved telephone availability and reduced costs, it also placed us in a position that will allow us to meet the challenges of the future. These systems provide all the scalability and flexibility that we will need for many years to come."

MITEL it's about **YOU**

Companies don't make decisions, people do. That is why Mitel is leading the way toward a new and more personalized approach to communications for enterprise and small business. Our innovative solutions, applications and desktop appliances enable you to access, process and control your communications and information naturally, simply and efficiently.

Our solutions allow you to collaborate over distance and time and to interact with your customers, colleagues and partners as never before. By combining the power of voice, data and video over converged high speed networks, Mitel provides you with flexible and personalized tools that let you leverage the latest advances for personal and organizational advantage.

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