

# Rabobank International provides accomplished customer service with OMNITRACKER

## Process oriented handling of customer enquiries



### RABOBANK INTERNATIONAL

#### Products:

Wholesale– and International Retail Bank

#### Employees:

15,000

#### Turnover:

€1,6 Billion

### The road to providing superior customer service

Every month, the Corporate Operations & Services department at Rabobank International receives thousands of customer enquiries. These include requests for new bank accounts and credit cards, information requests, manual account transactions (including an approval process), changes to client information and customer complaints. These requests come in via telephone, e-mail, fax and mail.

Rabobank were concerned that there was insufficient clarity when dealing with these customer enquiries, not just internally but also externally.

and flexibility, but also for the OMNINET organisation's technical expertise.

With the assistance of OMNINET Consultants, OMNITRACKER is implemented to support COS's crucial business processes. Together with the experts at the Rabobank, OMNINET professionals have worked on creating a system that fully complies with the objectives of CARE. Furthermore, they have enthusiastic users who appreciate the value of such a pragmatic and flexible system.

As part of the introduction of the CARE project, a number of Rabobank employees received OMNITRACKER training. In conjunction with this, there were workshops which focused on ensuring that CARE's goals were clearly being addressed and actions prioritized. Finally, there was a project plan describing how the functionality should work in practice.

OMNITRACKER's Service Desk solution supports various communication channels and integrates with other applications to provide the interface with the end user and the Rabobank International employees.

With every new customer enquiry (request) a specific workflow is generated which is then followed-up from A-Z. These requests receive a classification within OMNITRACKER which automatically determines firstly, where they must be sent to in the Rabobank International organization and subsequently, who needs to give approval. Additionally, OMNITRACKER divides every request into service requests (tasks that must be handled according to a specific procedure) and sends them to the appropriate teams. With OMNITRACKER, the management and follow-up of each and every customer enquiry is streamlined and methodical, allowing a highly efficient and effective process.

In order to improve the professionalism of their customer service and to improve the processes involved in dealing with customer requests, Rabobank began looking for a tool which could achieve these goals through automation. Project CARE was launched, whereby CARE stands for "looking after" the Rabobank customers.

Objectives of the CARE project:

1. Accurate and process-oriented handling of every customer request and/or enquiry including complaints.
  - a) registration of all customer correspondence in the COS organisation
  - b) the capability to immediately view the status of any request or enquiry.
  - c) consistent methods of registering and handling complaints.
2. Cost reduction (ROI)
3. Measurement of COS's service levels (internal Service Level Agreements) through the collection, analysis and reporting of information

### OMNITRACKER delivers on all of the CARE project objectives.

Following a comprehensive and extensive selection process, Rabobank chose OMNITRACKER not only for its functionality

*"An outstanding and superior service is essential for our customers. OMNITRACKER supports us in achieving this via the registration and follow-up of customer enquiries. Consequently we can adequately support our customer's cash management activities."*

Alexander Zwart  
Head Cash Management  
Operations

Corporates Operations &  
Services  
Rabobank International

### OMNITRACKER

THE E-TRACKING SYSTEM

Email: [sales@omninet.nl](mailto:sales@omninet.nl)  
Web: <http://www.omninet.nl>

OMNINET Nederland  
President Kennedylaan 19  
NL 2517 JK The Hague  
Tel: +31 (70) 711 8381  
Fax: +31 (70) 711 8389

Email: [sales@omninet.be](mailto:sales@omninet.be)  
Web: <http://www.omninet.be>

OMNINET Technologies NV/SA  
Remysite-Vaartdijk  
B 3018 Leuven  
Tel: +32 (16) 498 520  
Fax: +32 (16) 498 529