



MATRIX COMMUNICATION PLATFORM HELPS A LEADING BANK INCREASE CASH FLOW, ENHANCE PAYMENT COLLECTION AND CUSTOMER SATISFACTION

INDUSTRY	BFSI (Bank)
CUSTOMER	A Reputed Bank of KSA
LOCATION	Kingdom of Saudi Arabia
CHALLENGES	<ul style="list-style-type: none"> • Unable to Connect with End-customers for Promotions and Debt Collection • Connect Multiple Branch Offices • Wireless Connectivity for Remote Location • End customers avoid calls by identifying switchboard and land-line numbers. • Reduced reachability ratio leads to less debt collection and impacts business. • Telecom Regulations Barres Masking of Calling numbers
SOLUTION	<p>PROJECT HIGHLIGHTS:</p> <p>Remote location 1: ETERNITY ME as GSM Gateway with 25 SIMs</p> <p>Remote location 2: ETERNITY ME as GSM Gateway with 25 SIMs</p> <p>DR Site: ETERNITY ME as GSM Gateway with 50 SIMs</p> <p>Main office: Two ETERNITY LE as GSM Gateways with 90 SIM Cards each</p> <ul style="list-style-type: none"> • Four GSM Gateway with 350+ GSM/3G SIM Capacity • Multi-location Setup Connected over IP • Gateway System with easily Replaceable SIM Cards • Centrally Manageable System with built-in Industry Standard Telecom Protocol
PARTNER	Tecomic Systems, Dubai

INTRODUCTION

A reputed Bank of KSA, established in 1978, is having 100+ branch offices and 10,000+ employees worldwide. They were seeking a communication system that helps them extend their reach to the end customer for promotional activities and debt collection, with an unrecognizable caller number and reduced communication cost.

CHALLENGES

Increasing business competition had put pressure on Banks to extend their reach to their end customers with innovative ideas and promotional schemes. Reaching the end-customers for promotions and debt collection were the foremost requirement from the customer. Switchboard numbers and land-line numbers are clearly identifiable, which causes rejection or ignorance. Masking of calling numbers is also prohibited by Telecom regulations in many countries. This results in reduced reachability to end customers and hence less debt collections, which impacts business.

SOLUTION

Matrix, working along with the regional channel partner -Tecnomic Systems, Dubai, understood the requirement of the customer and delivered VOIP-GSM Gateway as a solution, including ETERNITY ME16S and ETERNITY LE as Universal Media Gateway.

Multi-location Setup with Capacity of 350+ SIM Cards

Three ETERNITY ME16S and one ETERNITY LE as GSM Gateway were installed at four different locations including main office and branch offices. Setup was prepared with the capacity of 350+ SIM cards for future expandability. All four branches were connected over IP.

Centrally Manageable System with built-in Industry Standard Telecom Protocol

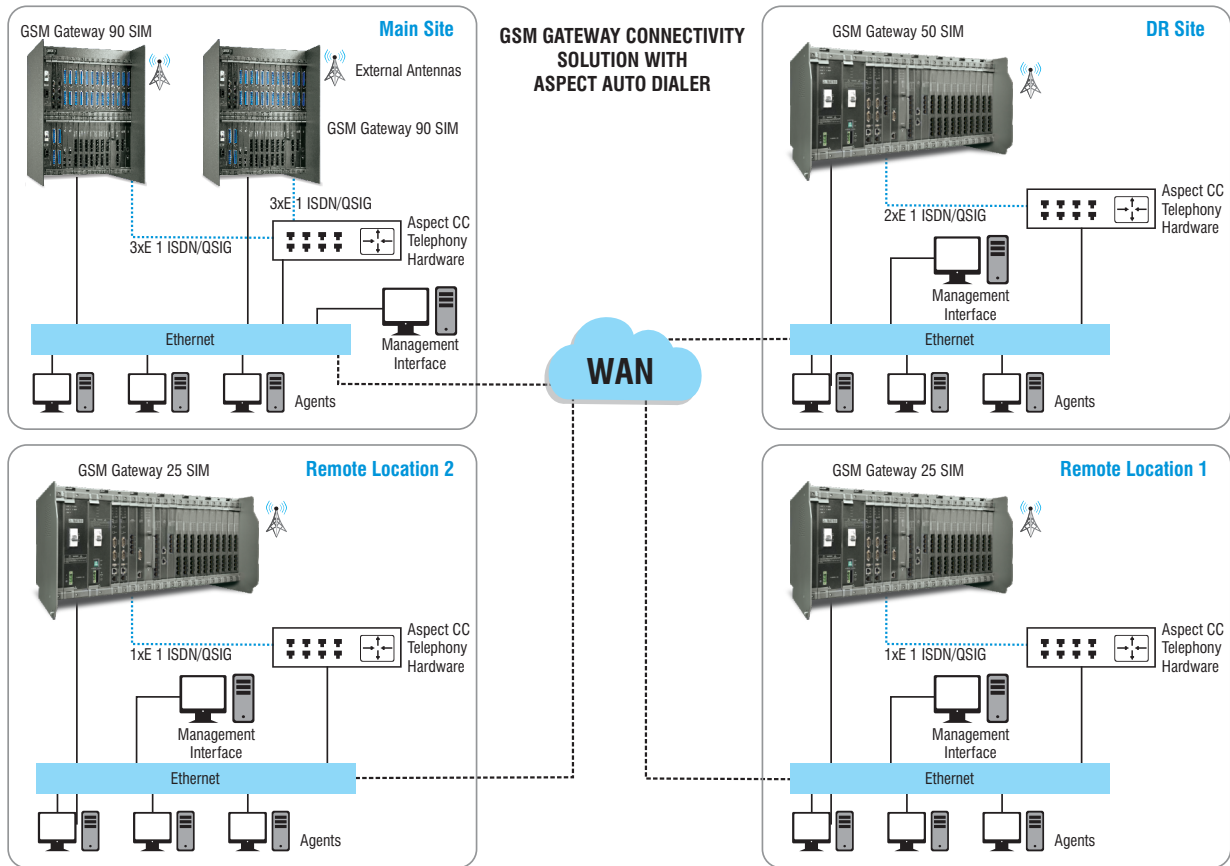
Matrix Telecom products follow the standard telecom protocols and there are no chances of disputes. Adding and assigning extra features to an employee's extension can be done remotely using Graphical User Interface, whenever required in the future.

Gateway System with easily Replaceable SIM Cards

When bank employees call their end customers from different SIM cards, they are unidentifiable and hence, probability of getting ignored reduces. Once an end customer identifies the SIM number, a customer has accessibility to the number of GSM service providers available. The customers can choose from amongst these numbers for the upcoming promotional or debt gathering activities.



APPLICATION SCENARIO



Large Bank in KSA - Matrix GSM Gateway Connectivity Solution with Auto Dialer

BENEFITS

- Increase in Debt Collection Revenue
- Reduction in Call Rejection Ratio
- Reduced Recurring Telco Expenses
- Easy and Quick Shift to other Connectivity Protocols and Devices
- Visibility on Statistics and Call Outcomes

ABOUT MATRIX

Established in 1991, Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. An innovative, technology driven and customer focused organization; Matrix is committed to keep pace with the revolutions in the telecom and security industries. With more than 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like IP-PBX, Universal Gateways, VoIP Gateways and Terminals, GSM Gateways, Access Control, Time-Attendance and Video Surveillance solutions. These solutions are feature-rich, reliable and conform to the international standards. Having global foot-prints in Asia, Europe, North America, South America and Africa through an extensive network of more than 500 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained trust and admiration of customers representing the entire spectrum of industries. Matrix has won many international awards for its innovative products.

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