



eBucks
Johannesburg, South Africa
www.ebucks.com

Industry:

Financial Services

Employees:

130

Oracle Products & Services:

Siebel Call Center

Oracle Partner:

Fusion Integration
www.fusint.com

“The implementation of Siebel has led to the smooth running of the contact center from a systems point of view, allowing us to focus on other initiatives.”

– Michele Robertson, Head of Contact Center, eBucks

eBucks Brings Contact Center In-House and Dramatically Improves Customer Service

Set up by FirstRand Bank Limited, eBucks is the country’s leading multi-partner rewards program. As of March 2008, eBucks had over 1.3 million members, and more than R1 billion worth of eBucks had been allocated by partners since inception in October 2000. eBucks’ member base is very active, with an average spend to earn ratio of well over 80%, exceeding the international benchmark for developed nations of 70%.

Challenges

- Build in-house contact center to provide the flexibility and responsiveness that was lacking from the existing contact center, which was outsourced to the banking environment
- Enable changes to contact center processes to be made rapidly
- Gain customer insight and a clearer understanding of eBucks’ customer needs
- Improve management information systems to deliver better reporting capabilities

Solution

- Built in-house call center based on Siebel Call Center, customized to meet eBucks’ specific requirements
- Improved customer service significantly by automating the workflow for enquiry escalations
- Gained much clearer customer insight with Siebel that enables eBucks to monitor which customers are contacting the company, which channels they are using, how often they are in contact, and what their needs are
- Enhanced reporting capabilities due to an improved customer data capture
- Increased the business’s agility with a system that is flexible enough to accommodate any possible future technological requirements