

Improving services with quality communications

Known for offering exceptional banking services in and around Louisville, Kentucky, Republic Bank is a leading regional bank with nearly \$4 billion in assets. In addition to traditional banking lines of business, the bank also provides tax services that flood customer service centers with calls between January and March.

"In a 6-week period, we receive 4.7 million calls," says Sean O'Mahoney, vice president and managing director of Technology Services. "About 92 percent can be serviced by the interactive voice response (IVR) system, but the remaining calls are handled by agents in our call center. The high call volume prompted us to look closely at how we manage calls year round. We saw the chance to transform our telecommunications system."

