



## Huntington National Bank





## AT A GLANCE



Huntington National Bank

[www.huntington.com](http://www.huntington.com)

**Industry: Financial services and insurance**

**Revenues: 52 billion dollar bank holding company**

**Employees: 11,300**

**Contact centers: Columbus, OH and Holland, MI**

**Agents: 300 total**

**Processed calls: 26 million per year**

## Huntington National Bank Delivers Quality Service to Millions of Callers with Genesys

**H**untington National Bank is the banking subsidiary of Huntington Bancshares Inc., a \$52 billion regional bank holding company headquartered in Columbus, Ohio. With 600 banking offices and almost 1400 ATMs in Indiana, Kentucky, Michigan, Ohio, Pennsylvania, and West Virginia, Huntington is the 24th largest bank in the US.

Huntington provides full-service commercial and consumer banking services, mortgage banking, equipment leasing, investment management, trust, brokerage, and insurance services. Huntington's online banking system has been ranked the sixth best site in the country for 2009 and its new Huntington Mobile Banking service makes it easy for customers to access accounts anytime, anywhere.

In addition, Huntington's Auto Finance and Dealer Services group offers automobile loans to consumers and commercial loans to automobile dealers within their six-state banking franchise area. Selected financial service activities are also conducted in other states including: Private Financial Group offices in Florida; and Mortgage Banking offices in Maryland and New Jersey. International banking services are available through the headquarters office in Columbus and limited purpose offices located in both the Cayman Islands and Hong Kong.

The bank maintains two contact centers — one in Columbus, Ohio and the other in Holland, Michigan — staffed by a total of 300 agents. Huntington receives approximately 26 million calls each year, with contact center agents handling about 4 million of these calls thanks to an IVR utilization rate of 85 percent.

### Facing 50% Growth

Positioned in its markets as the “local” bank, Huntington has a 143-year history of winning by cultivating customer loyalty and delivering “Simply the Best” customer experience with each and every contact. By 2006, after years of steady growth, the infrastructure supporting Huntington's two contact centers was in need of a refresh.

A lack of call routing flexibility, staffing inefficiencies, redundant customer authentication, long hold times, and siloed agents was making it increasingly difficult to support the bank's continued growth. The announcement by Huntington in December 2006 that it intended to acquire Sky Financial Group posed a critical challenge for the Huntington customer service organization.

The merger, scheduled to be finalized by July 2007, would result in a 50 percent growth spurt as Sky's \$18 billion in assets and nearly 600,000 customers were added to Huntington's. In addition, the acquisition would move Huntington to a #3 position in Ohio in deposits.

### Seeking a Quick-to-Deploy Solution

“We began looking at new CTI solutions in 2007, including those from Avaya, Cisco and Genesys,” says Nolan Raines, Senior Vice President in charge of Huntington's Customer Service Centers. “A number of factors made it imperative that we begin to address the shortcomings in our call center infrastructure. We saw that the Sky merger would lead to extra volume and possible fluctuations in our headcount.”

While Huntington would eventually base its new contact center framework on a full suite of Genesys solutions, it would not implement the new infrastructure until early 2008. In the meantime, it needed a solution it could deploy by July 2007 to help relieve the anticipated surge in call volume resulting from the acquisition of Sky Bank and the subsequent customer conversion process.

Nolan and his team selected the Virtual Hold for Genesys queue management solution to help Huntington reduce average hold times, accelerate speed to answer, reduce abandoned calls, better manage peak call volumes and improve customer satisfaction. Virtual Hold is a virtual queuing solution that allows Huntington's customers to receive callbacks instead of physically waiting on hold in an ACD queue.

### Seamlessly Expanding the Genesys Solution

The Virtual Hold solution was implemented in less than 3 months for both of Huntington's contact centers using a Genesys T-Server to integrate with Huntington's legacy Avaya PBX and ACD systems. When Huntington implemented the Genesys Customer Interaction Management (CIM) Platform in late 2008, integration with Virtual Hold was fast and seamless.

"Since Virtual Hold was already using the Genesys T-Server (Transaction Server), when it came time to integrate the rest of the Genesys solutions, it turned out to be one of the easiest integrations I have ever experienced," explains Gina Jackson, Huntington's Technology Operations Manager.

The bank's implementation also included Genesys Voice Platform (GVP) in 2006, Genesys Gplus Adapter for IEX TotalView and Genesys CC Analyzer. "We considered Genesys to be best in class," Jackson says. "Other CTI solutions in the industry do not have the longevity and flexibility that Genesys have."

### Increasing Efficiency with a Flexible, Virtualized Contact Center

According to Jackson, the integration of Virtual Hold with the full suite of Genesys solutions has resulted in a unified contact center platform that enables Huntington to leverage all of its resources to deliver quality customer service to millions of callers. The virtualized Genesys contact center infrastructure has helped smooth out the inefficiencies that plagued the bank's legacy systems.

"Our Avaya switch would estimate where a call would be answered faster, Michigan or Ohio, and send the call to that location," Jackson says. "Unfortunately, the call would then be stuck there even if, later, it could be answered faster at the other site. This would sometimes result in extremely long hold times."

She adds: "Now, Genesys CIM lets us provide the most efficient service, treating all our resources as a single pool no matter where they're located. Our previous routing system was hard-coded and very cumbersome to change — it limited our ability to optimize our agents and support requests for new services. Now, the Genesys configuration manager lets us make routing changes in seconds."

In one instance, Jackson used Genesys CIM to create new IVR options for callers in support of a "New Connections Team" program to help customers open new accounts. "This project was on a fast track," she notes. "With our old system, we probably would have needed a couple of weeks to get it done. The Genesys routing flexibility let us set up the skills we needed, plug in hours of operation, holidays, and appropriate extensions in about 10 percent of the time — a half day versus two weeks the old way."

## Challenges

- > Improve customer retention and expansion
- > Eliminate contact center downtime
- > Effective load-balancing across resources
- > Lack of queue virtualization between sites
- > Lack of intelligent skills-based routing
- > Reduce customer and agent frustration
- > Increase staffing efficiency

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**"As we work to adapt to difficult economic times and heightened customer service expectations, our software-based Genesys platform gives us the flexibility, reliability, scalability, and performance to exceed our customer expectations and be more competitive in the marketplace going forward."**

**Nolan Raines**  
**Senior Vice President**  
**Customer Service Centers**



Genesys Gplus Adapter for IEX TotalView enables Huntington to collect real-time and historical events via the Genesys T-Server and use that information within its IEX TotalView Workforce Management system to create custom reports that promote performance, accountability and cost controls.

### Reducing Customer Frustration and Overall Call Times

The combination of accurate information on agent status and the overall contact center virtualization provided by Genesys solutions has allowed Huntington to improve staffing efficiencies, optimize schedules, and provide accurate staffing forecasts for all sites. The Genesys-based solution has eliminated the need for customers to authenticate twice on every call, reducing customer frustration and overall call times.

Virtual Hold for Genesys has also had many positive impacts on Huntington’s customer service operations, including the following results:

More than 1.5 million callers given the option to receive a call back instead of waiting on hold – about half a million accepted the call back option;

- Saved 3.5 million minutes of hold time in less than two years
- Saved toll charges of more than \$80,000 over two years;
- Achieves a successful reconnect rate of nearly 94 percent;

“Customers today have much higher expectations when it comes to customer service,” Nolan notes. “They have greater experience in using technology and they want access 24x7. As we work to adapt to difficult economic times and heightened customer service expectations, our software-based Genesys platform gives us the flexibility, reliability, scalability, and performance to exceed our customer expectations and be more competitive in the marketplace going forward.”

### Results

- > Saving at least \$80,000/year in toll charges
- > Cut time required for routing changes from hours to minutes
- > Virtualized call queuing reduces wait times, increases agent occupancy
- > Accommodate new projects 50% faster than before
- > Saved 3.5 million minutes in hold time in less than 2 years

### Solutions

- > Genesys Customer Interaction Management Platform
- > Genesys Voice Platform
- > Genesys Gplus Adapter for IEX TotalView
- > Genesys CC Analyzer and CC Pulse
- > Virtual Hold for Genesys
- > Avaya PBX

#### Genesys Worldwide

Genesys is the leading provider of software to manage customer interactions over the phone, Web, and mobile devices. The Genesys software suite manages customer conversations across multiple channels and resources — self-service, assisted-service, and proactive outreach — to fulfill customer requests, optimize customer care goals, and efficiently use resources. Genesys software directs more than 100 million customer interactions every day for 4,000 companies and government agencies in 80 countries. These companies and agencies can leverage their entire organization, from the contact center to the back office, to dynamically engage with their customers. As a result, Genesys stops customer frustration, drives efficiency, and accelerates business innovation. For more information visit us on the Web: [www.genesyslab.com](http://www.genesyslab.com)  
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