



# CASE STUDY :

## ABN AMRO

**Industry:** Banking

**Objective:** Reliable, global conferencing with responsive customer service

**ACT solution:** Elite Audio Conferencing; ReadyConnect® Audio Conferencing with Web Meeting

**Top benefits:** Higher productivity; lower cost; expert guidance for meeting hosts

“When I ask for something, the ACT customer service rep always says ‘we can deliver that,’ and they always do. We are very happy with ACT and expect to use ACT services for a long time to come.”

**Marianne Jongeneel**  
Internal Communication  
Manager  
ABN Amro

### ABN Amro banks on ACT Conferencing services

ABN Amro has used ACT Conferencing for audio and web conferencing since 2002. “We were unhappy with our previous provider,” said Marianne Jongeneel, Internal Communication Manager. “We experienced both technical and customer service issues. Certain telephone numbers in countries such as Dubai and Great Britain could not be reached. When I contacted the company, no one ever called me back. With ACT, I receive a response within a day. When I ask for something, the ACT customer service rep says ‘we can deliver that,’ and they always do.”

#### Global reach for global results

ABN Amro uses both Elite and ReadyConnect® audio conferencing services. Calls may involve some or all of the 52 countries in which ABN Amro conducts business. Elite calls, which are operator assisted, assure a professional meeting experience for client conversations and other bank business. Elite calls are recorded for replay, and ACT provides ABN Amro with MP3 files, attendance lists and replay lists.

For internal purposes — staff updates and training for example — ABN Amro uses ReadyConnect and ReadyConnect Web Meeting. “Recently we developed a cash management tool on which many employees needed to be trained,” commented Jongeneel. “Instead of bringing employees from India, Poland, Russia and other countries to the Netherlands for a month, we used audio and web conferencing to share slides. This is a cost-effective way to train employees and show them what to do.”

#### Guidance for first-time hosts

“When we have a host who will be leading a meeting for the first time, I mention this to ACT when I book an Elite call,” commented Jongeneel. “The ACT operator contacts the host prior to the call and provides step-by-step guidance to make the host comfortable. With service like this, we feel like the ACT representatives are working in our bank.”

#### Personal attention and follow-up

“After each Elite call, an ACT customer service representative contacts me to ask if everything went all right,” reported Jongeneel. “It always does. The only time we had an access issue occurred with a replay number in London. ACT discovered that the problem was caused by a change in our switchboard that caused Star 3 not to work. Now our operator always remembers to give us a special number for the U.K. We are very, very happy with ACT and expect to use ACT services for a long time to come. In fact, next month we will use video conferencing to connect three of our locations in the Netherlands.”

ABN Amro, a Dutch bank with roots dating back 180 years, provides services to the full spectrum of banking clients: personal, business/commercial, private and mid-market corporate and institutional. ABN Amro operates in more than 50 countries with a focus on long-term value creation. [www.group.abnamro.com](http://www.group.abnamro.com)

ACT Elite Audio Conferencing offers the ultimate high touch, customized event conferencing solution for high visibility conferences that require Q&A, broadcasting presentations via the Internet, voting or polling and continuous monitoring.

ACT ReadyConnect self-service audio conferencing simplifies local or global meetings because it requires no reservations or operator involvement.

ACT Ready Connect Web Meeting boosts meeting and training results by allowing participants to share presentations, documents, web content and applications.