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ARKADIN CUSTOMER STORY

IndusInd Bank

- ▲ **CUSTOMER**
IndusInd Bank
- **REGION**
Asia Pacific
- **EMPLOYEES**
10,000
- **VERTICAL**
Banking and finance



One of India's fastest growing banks achieves breakthrough results in collaboration at all levels of the organisation, in communicating with remotely-based employees, coupled with reduced costs and greater flexibility by using ArkadinAnytime



KEY BENEFITS

- Streamlining business communication processes
- Enabling collaboration between geographically dispersed teams
- Improving collaboration across a mobile workforce through the user friendly features integral to Arkadin solutions

“ Communications play an important role for us to achieve breakthrough results. I always carry my Arkadin moderator card for quick access to conferencing. ”

Mr. Jagmohan Mehta,
Head – Facilities & Administration, IndusInd Bank

ARKADIN COLLABORATION SOLUTIONS



ABOUT INDUSIND BANK

IndusInd Bank, established in 1994, services both consumer and corporate customers. Driven by a corporate culture encouraging innovation, IndusInd Bank is one of India's fastest growing banks with 445 branches and 700 ATMs spread across 270 geographic locations. IndusInd has representative offices in London and Dubai; it enjoys clearing bank status for both major stock exchanges - BSE and NSE - and three major commodity exchanges - MCX, NCDEX and NMCE.



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ARKADIN CUSTOMER STORY - *IndusInd Bank*

INNOVATIVE CLIENT SERVICES VIA CLOSE INTERNAL COLLABORATION AND FAIL-SAFE COMMUNICATION

IndusInd Bank is always searching for innovative ways to provide superior consumer banking services. The Bank's corporate strategy to deliver a cutting-edge customer experience rested on an infrastructure of close internal collaboration and instant, fail-safe communication for its 8,000 employees spread across 270 locations.

With the bank's workforce increasingly mobile and distributed, there were difficulties for employees to engage in any meaningful collaboration with management, and to be accessible to important contacts. IndusInd was also seeking a conferencing solution that could emulate the level of comfort and efficiency in face-to-face meetings. Prior to deploying Arkadin Anytime, normal landline/desk phones were used to communicate with remotely-based members in addition to weekly travel to various cities

Conference calls were essential; however, if there were more than 4 - 5 persons involved, mobile phones were unreliable because of frequent call drops. Regional and zonal multiparty conference calls were needed to track sales targets on Current & Savings bank accounts; to share information about the third-party products; to monitor performance; for training requirements, and so forth.

INDUSIND BANK SURPASSES 90% OF BUSINESS OBJECTIVES

Arkadin Anytime solved our real-time engagement issues with remotely-based colleagues. By using Arkadin's audio conferencing solution, the bank experienced a "natural collaboration" leading to quicker decision-making and reduced communications bottlenecks. "Arkadin Collaboration solutions not only boosted the workforce performance but have also helped in quick decision-making during brainstorming sessions within the teams," said Mr. Jagmohan Mehta, Head – Facilities & Administration.

Arkadin Collaboration solutions create a more efficient workflow that now hastens the business process (performance evaluations, report submission, etc.), help teams collaborate on projects as though they were sitting across from each other, facilitate communication between departments, eliminate hundreds of emails, and more. Mr. Mehta says, "Arkadin Collaboration solutions are the preferred way to manage day-to-day meetings and deliver large-scale global announcements."

Arkadin Anytime also helped the bank reduce its carbon footprint and achieving more than 95% of CSR targets.

"Arkadin Anytime provides the user-friendly features for me to get connected to the team members on the move. It makes life easy when we communicate to more than 800 people who are geographically dispersed, within few seconds and our business teams can discuss closely on the sales targets" says Mr. Jagmohan Mehta, Head – Facilities & Administration, IndusInd Bank.

ABOUT ARKADIN

Arkadin is one of the largest and fastest growing Collaboration Service Providers in the world. With a vision rooted in the belief that progress emerges from people's desire to share, Arkadin offers a complete range of integrated audio, web, video and Unified Communications solutions. These services are delivered in the cloud for fast, scalable deployment and a high ROI. The company's global network of 52 operating centers in 32 countries has dedicated local support teams to service its 37,000 customers. As an NTT Communications Group company, Arkadin offers the most comprehensive collaboration and Unified Communications services for meeting customer needs around the world.

To find out more about Arkadin please visit www.arkadin.com