



International commercial bank leverages reporting and analytics solution for insight into caller experience.



Established in 1996, **CRDB Bank** is a commercial banking institution headquartered in Palm Beach, Tanzania. CRDB has over 250 branches and has been publicly traded on the Dar es Salaam Stock Exchange (DSE) since 2009.

Deployment: 1,100 Cisco IP Phones

The Challenge

- Reporting on end users
- Ease of use for department managers
- Need for customized reporting
- Visibility into caller experience

The Solution

Variphy enables department managers to run reports and display call metrics and analytics. This feature saves its IT staff from having to compile data and build reports manually.

The customer experience department can monitor important metrics like talk time, wait time, and time to resolution.

If a customer or manager reports an issue, CRDB can use Variphy's Call Detail Search to review specific calls quickly. This feature reduces troubleshooting time.

Both technical and non-technical teams can customize reports easily. Templates can be saved for future use.