

CASE HISTORY



The company

Volksbank is a regional bank strongly rooted in the territory. The head office is located in Bolzano, but in addition to South Tyrol it is also present in North-Eastern Italy in the provinces of Trento, Belluno, Treviso, Pordenone, Vicenza, Padua and Venice. Customer centricity, innovation and commercial orientation are the three determining forces that led Volksbank to develop the Contact Centre in 2017.

+160
active branches

1350
employees

3
Contact centres in 3 offices

The success story

Volksbank needed to **modernise its outdated ticketing system** which had an outdated user interface.

The requirements were very clear: to find a solution that respected the balance and communication between customers and employees. A solution capable of satisfying the following characteristics: a smart but at the same time intuitive and easy-to-use interface; bilingual and centralised platform; able to integrate with the internal systems already in use; compliance with privacy and the management of sensitive data.

Volksbank's choice therefore fell on **Jira Service Management**, which was able to meet the customer's requirements and meet the organisational needs and integration with Microsoft 365.

Business outcomes

- Simplified categorisation of service requests, incidents, problems and changes by organising and prioritising these requests in one place and keeping the team in line with targets (or service level agreements).
- Implementation of Microsoft 365 for Jira which increased employee efficiency by allowing the integration of the ticketing system with tools such as Microsoft Teams and Outlook.

The words of...

Iris Ahmetovic – Project Manager

«For me as a project manager Würth Phoenix has been a partner: reliable, competent, fast, helpful, precise.»