

Improving call-tree process with Eko Broadcast

Company Profile

Thanachart Bank Public Company Limited (TBank) is a leading bank headquartered in Bangkok, Thailand, with over 600 branches and over 14,000 employees.

Challenges

- Insecure and slow internal communication
- Inefficient and challenging call-tree process
- Remote branches and subsidiaries are not aligned in real-time on project status

Solution

With Eko, Thanachart Bank got a powerful and efficient **broadcasting** tool for daily and urgent notifications or updates between subsidiaries and departments. Thanachart Bank securely sends broadcasts to inform and educate staff about their new products, updates on policy & compliance and announce important company or marketing information. Thanachart uses the whole range of Eko's **broadcasting** feature, sending texts, images, and even video-broadcasts to staff giving them a choice to most effectively communicate their message.

Results

Eko has improved the Thanachart call-tree process greatly. The company has seen a 75% efficiency increase for their call tree process which has impacted almost 8,000 staff. Through improving communication, Eko helps Thanachart Bank creatively transform all member companies of the group into learning organizations, with the aim of improving the quality of staff at all levels in a continuous manner. Eko makes it easy to create and deliver announcements between different subsidiaries in the most efficient and secure way to make this goal possible.

