



Leading community bank selects Synetra and Cisco for advanced voice solution

Customer Profile

Chartered in 1977, Western National Bank headquartered in Midland, Texas, has approximately 175 employees and six additional locations in East, Central, and West Texas.



Situation

With approximately \$750 million in assets, Western National Bank (WNB) is a leading community bank, serving customers throughout the Dallas, Midland, Odessa, and San Antonio markets for more than 30 years. Unfortunately, the bank had outgrown its outdated phone system, which was limited in capabilities, difficult to manage and modify, and lacked the features necessary to help the institution achieve its goals.

“We were running into issues with our phone system that threatened to impact operations and our customer service,” says Kelly Robinson, senior vice president and chief information officer, Western National Bank. “We realized it was time for a change. We needed an integrated communication solution that would reduce costs, support our growth, and facilitate simple changes and upgrades.”

Solution

After reviewing several vendors, WNB selected Odessa, Texas-headquartered Synetra, Ltd., to implement an advanced Cisco voice solution. Founded in 1983, the Cisco Premier Certified Partner with additional offices in Lubbock and Amarillo, Texas, is a Cisco advanced Unified Communications partner and has significant experience in the banking industry, making them an ideal fit.

Synetra began the one-month implementation in May 2007, installing Cisco Unified Contact Center to provide WNB integrated inbound and outbound voice applications with Internet applications such as real-time chat, web collaboration, and email.

Synetra also installed Cisco Unified Communications Manager, the powerful call-processing component of the Cisco Unified Communications solution that provides voice, video, mobility, and presence services.

To improve collaboration throughout the WNB enterprise, Synetra implemented Cisco Unity, a full-featured voice and unified messaging platform that enables access to email, voice, and fax messages from a single inbox anytime, anywhere, and on any device. In conjunction, Synetra installed Cisco Unified Mobility that allows users to consolidate all incoming business calls into a single business phone number and receive them wherever they are working.

Finally, Synetra installed Cisco Unified 7941 and 7961 IP Phones to give employees seamless access to voice and data communications throughout the organization.

Results

Western National Bank now enjoys the many benefits of its Synetra-implemented Cisco Unified Communications solution.

“Our vision was to implement the advanced features that would make us more competitive,” says Robinson. “Our new Cisco solution has delivered by providing end users the communication tools they need to work more efficiently and intelligently. It’s now easier for employees to collaborate, so they’re able to more quickly provide our customers the information and services they want.

“The active directories on the phones are great for tracking down people quickly, and extension mobility is very advantageous for mobile workers who can forward VIP callers to their mobile or home phones so they don’t miss important calls. We’re now better able to queue and flow calls to our call center, departments and end users so that calls can always be answered when needed. And the reporting we get has been a big help in ensuring we limit customer wait times.

“Administratively, we now easily execute moves, adds, and changes, which has directly improved ROI and the speed at which we’re able to resolve issues.

“From the beginning, Synetra and Cisco did a great job of determining our needs and putting together a system that delivered all features we required. We’ll continue partnering with them as we grow and evolve.”

Synetra, Ltd.
8180 Lakeview Center
Odessa, TX 79765

www.synetra.net
1.432.561.7200