

# ING Business Services and VoIPstudio

VoIPstudio helps one of the largest financial companies to satisfy customer expectations.

## About the company



ING Business Services was established in Poland by ING Bank Śląski to deliver entrepreneurs solutions to facilitate the running of their businesses. In response to the needs of customers who indicated their willingness to use accounting, HR, and payroll services, in 2013, ING Accounting was established, combining the services of a bank and an accounting office.

Thanks to this solution, ING customers can benefit from a range of business support tools such as:

- Efficient monitoring of receivables.
- Simple settlement of liabilities.
- Faster access to credit.
- Invoice portal.
- The possibility of independent bookkeeping.
- HR and payroll for one-person businesses.
- A branch of an accounting office taking care of small companies and civil partnerships.

*We wanted to provide our employees and customers with the most reliable tool possible, combining good value for money with the ability to customize functions to their needs. And we succeeded.*

## Challenges

Owing to the rapid development and offering of new services, ING needed a reliable tool for customer service at a high level. The telephone contact of customers with ING Accounting experts is one of the key elements of providing services and building relationships.

As highlighted by Michał Zajac, Product Owner at ING Accounting Product Team, "The main problem was to provide customers with contact with the person serving their business in a formula that, on the one hand, gives us full control over this process, and on the other, allows us to adapt the solution to current and future needs. We wanted to provide our employees and customers with a reliable tool, combining good value for money with customizable functions to suit our needs. We needed a tool that would allow us to build an entire service pattern based on a pre-developed model, and we succeeded."

## Solution

### The buying process

Since telephone calls are an essential aspect of service for ING Accounting clients, ING started to look for a solution in the form of VoIP services.

"We searched for VoIP service providers on the Internet, and we collected some well-known operators from our partners. In addition to comparing feature lists and price lists, we also decided to arrange a short demo with each operator.

*“Thanks to the possibilities related to improving the quality of our services, VoIPstudio makes it easier for us to scale our business. In our industry, contact with a service person is extremely important as it allows us to build a relationship and customer loyalty toward us. It makes it easier for us to reach new customers and retain them.”*

**Michał Zając**

*Product Owner at ING Accounting*

We rejected the other proposals because the ratio of the number of features to the price and their approach to developing the platform based on customer suggestions did not meet our requirements.

VoIPstudio won us over not only with its price-to-feature ratio, but above all, with the ease of contact with the support of this service. During the first conversation, we got answers to many bothering questions, as well as some valuable tips and ideas for using the tool's full capabilities,” says Michał Zając.

#### **Great support and reactivity**

ING Accounting implemented a helpline and the ability for customers to contact their accountants via VoIPstudio in December 2021. At that time, it only applied to clients of the Accounting Office for entrepreneurs (sole proprietorship). Thanks to VoIPstudio, accounting services have been extended to companies and new entrepreneurs who are just setting up a company.

“Because we had never configured such a tool before, we gladly accepted the help of the VoIPstudio support department. After activating VoIPstudio, we arranged a short teleconference with a support representative and jointly developed the final operating model for the service we offer. Together, we added the first user, set the IVR menu parameters, and other needed features.”

#### **Ease of use**

“VoIPstudio enabled us to build an easy-to-manage customer service model. Thanks to this solution, our customers gained access to service at the appropriate level they expected. What's more, the operators appreciate the ease of use of this tool and the low entry threshold—usually, there is no need to even refer to the user manual,” says Michał Zając.

#### **Conclusions**

ING Business Services now has a telecommunications platform that can quickly grow with them.

“Thanks to the possibilities related to improving the quality of our services, VoIPstudio makes it easier for us to scale our business. We can easily manage the helpline and have full control over calls. The simplified form of the interface made available to the service personnel is straightforward and allows you to find the essential functions of the application easily. We plan to extend the use of the VoIPstudio application for the internal management of technical requests. Thanks to it, our experts will be able to trouble-free contact with IT professionals if they need it,” comments Michał Zając.

Thanks to VoIPstudio, a significant increase in the quality of received calls has also been observed.

“Our customers have found that they hear fewer different types of unwanted sounds during calls, and the operator's voice is clearer. When we used normal calls from business phones, reports of poor call quality were frequent. Our employees are also satisfied with the new solution—thanks to it they can work and talk to customers simultaneously because they answer calls in an application installed on a computer. They greatly appreciate the simplicity of use and the fact that it is fully available in Polish.”

With the use of VoIPstudio services, ING Business Services can scale its business. In the future, they plan to deepen the integration with VoIPstudio for the identification, personalization, and offering of our customers as part of the expansion of the hotline sales.

#### **Benefits**

- Improved and more personalized customer experience.
- Simple interface in Polish.
- Easily add new users.
- Quick technical support.
- Ease of configuration and installation.
- Scalable, flexible, and future-proof system.