



Case Study: CIMB

About CIMB

CIMB Bank Berhad's London branch primarily supports corporate and commercial clients, offering services such as corporate loans, deposits, treasury products, and advisory on fixed income, foreign exchange, and money markets. Located at 27 Knightsbridge, London, it focuses on aiding Asian companies expanding into the UK and Europe and assisting UK firms with Asian investments. Regulated by the Financial Conduct Authority and the Prudential Regulation Authority, it is part of CIMB Group, a leading ASEAN bank. The branch also includes CGS-CIMB Securities (UK) Limited, providing institutional equity and prime services, particularly in Asian equities and global markets.

Why CIMB Opted for ChorusCX

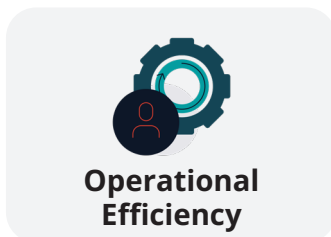
CIMB decided to partner with ChorusCX based on a strong recommendation from Avaya. Their account manager highlighted ChorusCX as a standout solution, prompting CIMB to explore their offerings further. The expertise provided by an ChorusCX team member played a crucial role in this decision. Their comprehensive explanation of how to start from scratch and migrate to the cloud instilled confidence in the CIMB team. This guidance, combined with the team's thorough research and positive interactions with ChorusCX, solidified their choice.

CIMB's relationship with ChorusCX began approximately six months ago, marking this as their first project together. The initial engagement was catalysed by an invitation from ChorusCX to the Avaya Engage session, where the potential of ChorusCX's solutions became apparent. CIMB opted for ChorusCX's Avaya IP Office subscription, seeking a robust cloud communications solution to facilitate its transition to cloud services. Currently, they have deployed 44 licences of Avaya IP Office hosted by ChorusCX, aligning with their strategic move towards cloud-based operations.

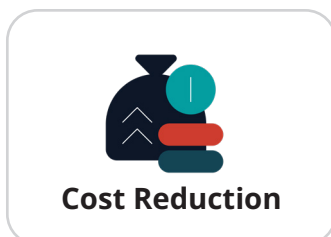


Business Communications Challenges Solved by ChorusCX

ChorusCX has addressed several critical business communication challenges for CIMB. Previously, CIMB relied on an outdated, more-than-five-year-old local solution from another provider, running on obsolete hardware and requiring significant on-premise maintenance. The transition to ChorusCX's cloud-based Avaya IP Office solution resolved these issues by reducing the need for onsite equipment and facilitating a move to the cloud.

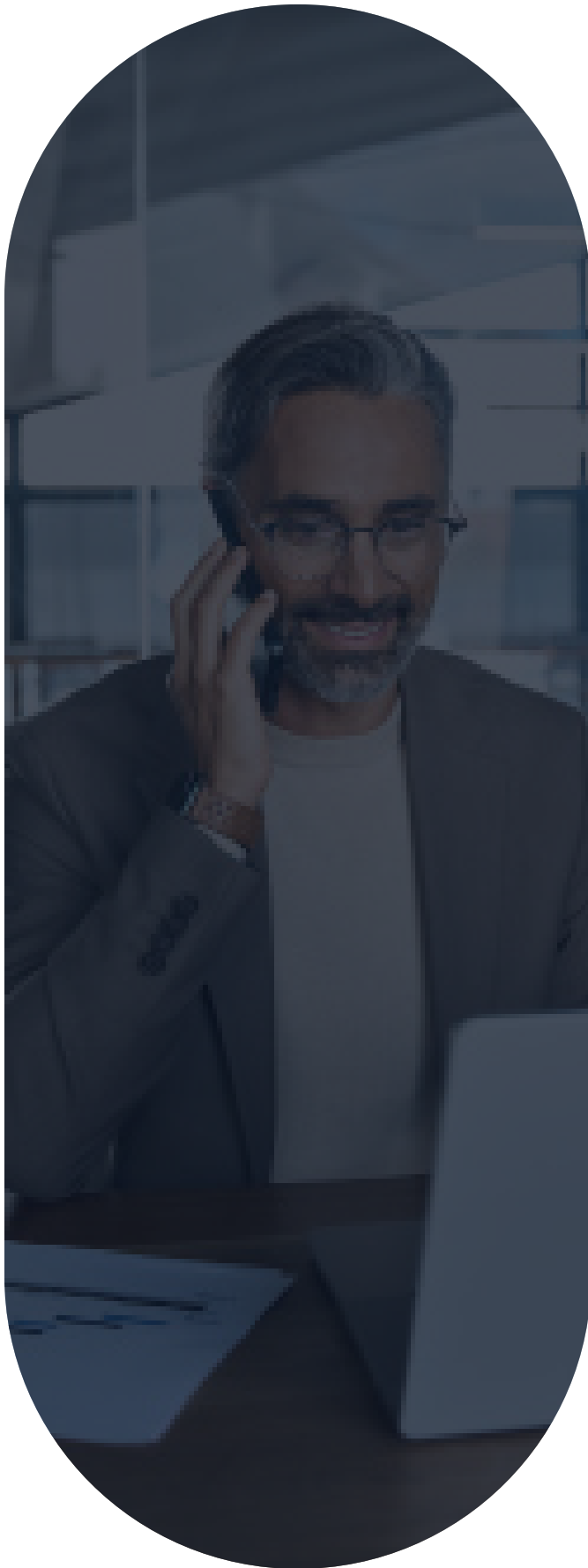


One major problem solved by ChorusCX was the management of call recordings. In the old system, recordings were downloaded after a month, causing delays and access issues. ChorusCX is enhancing accessibility to these recordings, ensuring timely and efficient retrieval.



The switch to ChorusCX also brought numerous improvements to CIMB's operations. The web-based, cloud-hosted system offers security and resilience while streamlining processes and facilitating cost reduction regarding rental fees and SIP lines. By consolidating expenses into a manageable monthly fee, ChorusCX simplifies financial planning and improves budget predictability.

Additionally, CIMB utilises ChorusCX to track call recordings, ensuring quality customer interactions. All incoming and outgoing calls are recorded, allowing supervisors to monitor and review conversations to guarantee excellent customer service and compliance. This capability supports CIMB in maintaining high standards of customer experience and operational efficiency.



ChorusCX Onboarding & Support

The onboarding process with ChorusCX was remarkably smooth for CIMB. They completed the full implementation, from paperwork to completion, in just 20 days. The deployment was seamless, facilitated by the bank's decision to move to a cloud solution utilising softphones and mobile devices.

ChorusCX's support team has been exceptional, providing immediate assistance and troubleshooting issues with the carrier on CIMB's behalf to ensure connectivity. Their responsiveness and expertise have made the transition effortless, with the team praised as

“Super helpful and knowledgeable gems.”

CIMB has successfully met key performance indicators, bringing the project to completion within both budget and timeframe, showcasing the efficiency and reliability of ChorusCX's service.

Favorite Features



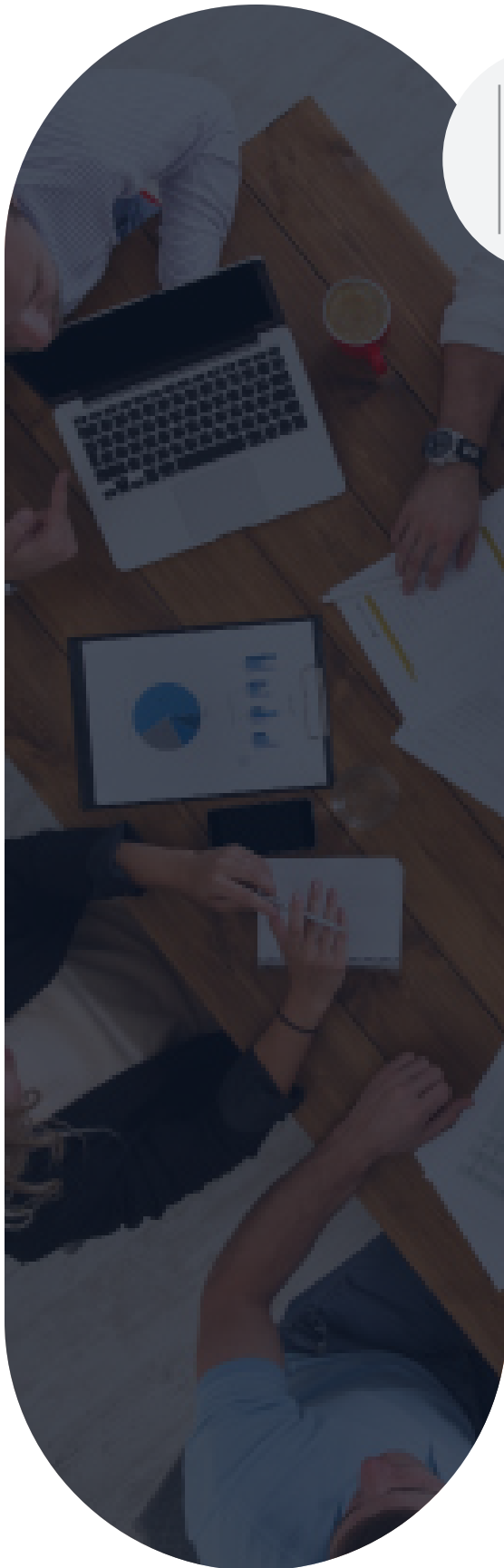
**Seamless Cloud-
Based Capabilities**



**Easy Maintenance &
Implementation**



Excellent Support



20-day
Implementation



44
Total Licences



6+
Month Partnership

Does CIMB Recommend ChorusCX?

CIMB highly recommends ChorusCX, praising the team for their exceptional service and support. Their experience with ChorusCX has been overwhelmingly positive, particularly noting the smooth transition from a conventional system to a modern, cloud-based solution. Though currently implemented only in their UK branch due to regional regulatory differences, CIMB expresses a wish to extend ChorusCX's services to their operations in Malaysia.

Highlighting the benefits, CIMB mentions timely billing, excellent value for money, and significant improvements over their previous setup. The collaboration with ChorusCX not only aligns with their operational needs but also presents an opportunity for enhanced marketing, particularly as Avaya IP Office gains traction. Overall, CIMB is very satisfied with the partnership and its outcomes.

Get Started with ChorusCX

Our commitment to understanding unique challenges for customers, partners and resellers is unwavering. Reach out to our team at ChorusCX to learn how we're helping organizations like yours manage their UCaaS and CaaS platforms. We're committed to providing world-class solutions in the telco, UCaaS, CaaS space and more to create exceptional customer service and build genuine relationships based on trust. Take advantage of our solutions today by connecting with our team.

The logo for ChorusCX, featuring the company name in a bold, white, sans-serif font. The letter 'O' is replaced by a white waveform icon. The logo is set against a teal rounded rectangular background.

CHORUSCX

A dark, atmospheric photograph of a city skyline at dusk or dawn, with a prominent clock tower and a bridge over a body of water. The image is dimly lit, with the sky showing soft colors of twilight.

Ready to Transform Your Business Communications Like CIMB?

Contact Us

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