



## Case Study: Georgia Bank & Trust

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### Overview

Georgia Bank and Trust (GB & T) is a community oriented banking institution and focuses primarily on offering real estate, commercial and consumer loans and various deposit and other services to individuals, small to medium-sized businesses and professionals. It was organized in 1987 and opened for business in Calhoun, Georgia February 1988. During GB & T's eighteen year history the bank has added another branch in Calhoun plus two others, one in Fairmount and one in Cartersville. As a company founded on service, GB & T's continued growth met a challenge with a demand for efficiency and organization. Its multiple sites were equipped with antiquated communication systems; telephones in the branches were not networked together and the bank needed to upgrade their communications with their employees and customers. Employee and customer call were dial long distance to the branches outside of the local calling area, usually receiving an auto attendant when calls were answered, making day to day business increasingly more difficult and challenging. SouthTel worked with the bank to design an overall network architecture that would network all the banks together and provided enhanced communications for employees and customers.

### Technical Design

South-Tel met the bank's challenges by providing solutions that reduced costs and simplified management while significantly improving employee mobility, responsiveness, and productivity.

- Designed and installed an Avaya IP Office 400 IP Network at the main bank.
- Implemented a centralized call center group for all bank locations, calls are now answered by live customer service agent resulting in more personal calling experience.
- Created 5 locations that were location transparent.
- Created a distributed call routing pattern to multiple branch locations via 4 digit dialing eliminating long distance between facilities.
- Design a Least Cost Routing Scheme for the networked sites, eliminating long distance cost to customer's outside of the local calling area.
- Created new local calling area by routing calls from areas outside of the Atlanta area through the Atlanta IP PBX area, reducing long distance charges.
- Designed centralized management for all branch locations for easy system administration.

### Customer Comments

The Georgia Bank and Trust can now deliver on their goals of providing excellent customer service with integrity, responsiveness and customer excellence. With a fully networked technology solution, the Bank is responsive and has found many ways to save on operating costs while increasing customer and employee responsiveness and service. "SouthTel is a valued partner, we trust them to provide us with the right technology that fits our specific needs. They helped us to design it and install it and now their helping us to keep it up and running. We value our relationship with SouthTel, they are truly a good partner to us," said Faith Mashburn, Bank Vice President of Operations. "Lower costs and better service, that is how we like to do business," Mashburn said.

*For more information about this design or to talk to a SouthTel representative, call us at 800-472-8811.*

