

Broadway Bank Eliminates Spreadsheets with Calabrio

Introduction

This case study of Broadway Bank is based on a survey of Calabrio ONE customers by TechValidate, a 3rd-party research service.



“Having Calabrio software has provided an opportunity for me to spend more time being active in other areas of my job. Trusting the software to help me determine coverage accurately and with ease has been the best experience.”

“It is very easy to navigate and provides information I never thought to look at or consider.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Calabrio ONE:

- Top driver for purchasing Calabrio:
 - Needed an upgrade or technology refresh

Use Case

The key features and functionalities of Calabrio ONE that the surveyed company uses:

- Application used in conjunction with Calabrio software:
 - The Cisco platform

Results

The surveyed company achieved the following results with Calabrio ONE:

- Rates the following in terms of how much they influenced the decision to purchase Calabrio software:
 - Lower Total Cost of Ownership: extremely important
 - Product features: extremely important
 - Ease of use: extremely important
 - Unified suite / integration: very important
 - Superior support and services: extremely important
- Benefits experienced since deploying Calabrio software:
 - Improved customer satisfaction
 - Reduced costs
 - Improved contact center efficiency
 - Increased insights into customer behavior
 - Improved employee satisfaction
- Saw a return on investment (ROI) in 9-12 months after deploying Calabrio software.
- Increased the productivity of their contact center by 40-50% after deploying Calabrio software.
- Increased their customer satisfaction rates by 25-35% after deploying Calabrio software.

Company Profile

Company:
Broadway Bank

Company Size:
Medium Enterprise

Industry:
Banking

About Calabrio ONE

Calabrio is the customer experience intelligence company that empowers organizations to enrich human interactions. The scalability of our cloud platform allows for quick deployment of remote work models—and it gives our customers precise control over both operating costs and customer satisfaction levels. Our AI-driven analytics tools make it easy for contact centers to uncover customer sentiment and share compelling insights with other parts of the organization. Customers choose Calabrio because we understand their needs and provide a best-in-class experience, from implementation to ongoing support.

Learn More:

[Calabrio](#)

[Calabrio ONE](#)