

Combank Launches Trilingual Multi-Channel Integrated Contact Center



Sanath Manatunge, Chief Operating Officer, Commercial Bank (third from left) declares open the Integrated Contact Center in the presence (L-R): Beatrice Starling, Senior Manager – Contact Centre; Thusitha Suraweera, Head of Card Centre; Hasrath Munasinghe, Deputy General Manager – Marketing; Isuru Tillakawardana, Deputy General Manager – Human Resource Management; and Sandra Walgama, Deputy General Manager – Personal Banking.

Commercial Bank of Ceylon has launched a one-stop tri-lingual Integrated Contact Center to serve its customers and stakeholders 24/7 and enabling customers to reach the bank via multiple channels for inquiries and assistance.

The dedicated team behind the center consists of customer service representatives to handle calls, written communications, customer requests and customer feedbacks routed through social media, team leaders and trainers for better supervision and monitoring to ensure customers receive a positive experience in each and every interaction with the bank. The Integrated Contact Center is a much-needed platform to seamlessly serve customers, who contact the bank through many channels as well as to simultaneously provide them with speedy and

professional responses.

Commenting on the launch, Hasrath Munasinghe, Deputy General Manager - Marketing, Commercial Bank said: "The Integrated Contact Center was launched to offer a new dimension in customer-centricity and engagement while handling all inquiries in an efficient and pleasing manner with a view to making it a benchmark for service excellence."

Adding further, "The Center is especially useful in times like the present when social distancing and contactless service are essential safety measures. The launch of this facility ensures quality service for Commercial Bank customers round the clock and calendar, in the language of their preference. The Center will also be instrumental in utilizing customer feedback to improve the quality of services offered by the bank."