



CASE STUDY:

REMOTE TRAINING FOR BANKS: UNICREDIT BANCA – BANCA CRT AND AETHRA® VIDEO COMMUNICATION

Customer interviewed: Unicredit Banca – Banca CRT

Equipment Used: Vega® set-top line

Taking decisions in real time, reaping the benefits in terms of speed and efficiency: these are some of the advantages of video communication, and one of the reasons why financial institutions are communicating in video more and more frequently for daily meetings and activities. Training sessions have taken on a significant role as melting pots of newly acquired ideas, skills, and knowledge, and as a result the provision of training and the exchange of information must be rapid, effective and widespread.

Distance learning with video communication is a remote training tool that permits cost reduction, overcomes distance barriers and ensures training sessions become standard daily procedure, in order to improve all round professional performance. Video communication is considered by many training experts to be the most suitable tool for distance learning, as it offers, in addition to numerous other advantages, a familiar sensation of “physical presence” generally much appreciated in the classroom.

Among the many banks around the globe currently taking advantage of distance learning, is Unicredit Banca – Banca CRT of Turin, Italy, which began utilising intensive videocommunication programmes back in 1998. Ms Raffaella Pozzo, who was responsible for setting up the remote training project, explains that videocommunication was first used to support a total reorganisation of internal procedures - a reorganisation undertaken with the aim of providing the customer with services in the most efficient and effective way. In order to do this, the bank not only made changes to internal procedures and processes but also re-identified roles and responsibilities. This complex reorganisation was carried out thanks to the Vega line of set-tops from Aethra.

Installing Aethra videocommunication units in the banks most important offices and branches has meant that directors and area managers are continually kept up to date remotely, without having to leave their offices. The connections, in the initial phase of the project were point to point: these drastically reduced the hassles related to frequent trips, optimised time management without increasing costs, and improved the quality and frequency of communications.

As well as wanting to experiment with new training methods, the bank also required videocommunication solutions to solve a specific need: how to present a new insurance programme to its offices, branches and sales force, before presenting it to the market. Unicredit Banca – Banca CRT invested vast amounts of resources in planning courses, custom-made to suit the needs of the new technology and the different ways of interacting in the classroom.

Judging by the response of the staff at Unicredit Banca – Banca CRT, these new communication tools have proved advantageous in many respects. A training session held via video is more flexible, as it is not subject to the usual time limits. It permits good

interaction between the trainer and the class, not only improving learning capacity but also strengthening interpersonal relationships. The level of attention is also deemed to be excellent, higher than that achieved through traditional methods. Down time is reduced and so the learner is able to concentrate more, having fewer occasions to be distracted. According to Ms Pozzo, videocommunication is the ideal tool to manage training sessions where a high level of interaction among learners is not required, for example a continuous sequence of questions and answers. However, it is necessary that the teacher prepare the lesson with care, dedicating particular attention to time management, as well as to content. Another benefit, is the possibility to draw on the experiences of external consultants and experts who can participate in training sessions as “virtual” speakers, from the site (office or branch) nearest to them.

Unicredit Banca – Banca CRT now uses videocommunication not only for point-to-point communications, but also in multipoint mode also for internal meetings, thanks to the ease-of-use and the possibility to share documents remotely. They have also installed other Vega systems, including some document cameras, in ten branches and private banking facilities, through which they can present their new products, services, internal procedures and new applications. Finally, Unicredit Banca – Banca CRT has a development project underway, which uses Aethra video communication to provide platforms for training and to gather information about movements in financial markets, as well as for weekly links with the Dublin office.

October 2002

Technical Notes: Vega Line*

- Set-top systems
- Interface for ISDN and dedicated networks and IP
- Compliance with international standards H.320/H.323
- Echo cancellation and full-duplex
- Camera with 9 pre-set positions, motorised zoom, Voice Tracking
- Models: Vega 2, Vega Pro, Vega Star, Vega Star Gold

**Characteristics variable depending on the model*

Innovative design, high-quality image and voice transmission, excellent transportability, easy to install and use: these are the fundamental characteristics of the Vega set-top line. These systems do not require a dedicated support system and so remote meetings can be organised using a normal TV or video projector. This not only optimises resources but also enables rapid response time. Compliance with international standards H.320 and/or H.323 (ISDN networks, dedicated circuit, IP for audio, video and data transmission, by connecting an external PC to the serial port).

About Aethra

Aethra (www.Aethra.com) is a leader in the global telecommunications market, with distribution of its leading-edge products through more than 40 telephone companies in over 60 countries worldwide. The company develops, manufactures and markets a wide range of high-performance telecommunications products, including ISDN and xDSL products, videocommunication systems and audioconferencing solutions, and management solutions for audio, video and data services. These exceptional products have distinguished Aethra as a leader in the telecommunications industry worldwide for over 30 years, reflecting its expertise in bringing cutting-edge communications technologies to market.

For more information, please visit the Aethra web site at www.Aethra.com

Contacts:

Francesca Galeazzi
Communications & Corporate Relations
Aethra
Phone: +39 073 2189 742
Fax: +39 071 887077
Email: francesca.galeazzi@aethra.it

Jenny Flack
Communications & Corporate Relations
Aethra
Phone: +39 073 2189 745
Fax: +39 071 2189 896
Email: j.flack@aethra.it