



CUSTOMER SUCCESS STORY

Schwäbisch Hall, Kreditwerk and Aethra Technology

Schwäbisch Hall, with headquarters in Germany, is a public credit institute specialized in home savings and financing services for private customers. The company is focused on three core business areas: Savings, Home Construction Financing and Supplementary Financial Services. With these areas, customers can design post retirement plans, purchase investment fund products, and build homes, just to name a few. The institute is active nationally through a number of subsidiaries and internationally through cooperative ventures, joint ventures and four subsidiaries in Eastern Europe (Czech Republic, Hungary, Slovakia, and Romania).

With over 7,000 staff which includes more than 3,500 consultants, Schwäbisch Hall has the largest consultancy network in Europe. Every year, the institute attends to more than 6.5 million customers and closes more than 7 million Home savings agreements. Kreditwerk, one of the institute's national subsidiaries specialized in consultancy services and information technology, processes the home savings agreements and real estate financial deals in a cost effective way for Schwäbisch Hall.

In order to maintain a high level of professional services and to render collaboration easy and interactive, Schwäbisch Hall and Kreditwerk deploy a video conferencing network, which has recently been improved with the addition of Aethra visual communication solutions. The two companies were attracted to Aethra for a number of reasons. "Aethra has the right staff and philosophy to help the customers," stated Armin Mehl of Schwäbisch Hall. "Good quality and fair prices were two other factors in choosing Aethra solutions. Aethra systems have helped us reduce our costs while allowing us to benefit from the latest standards and technologies."

"In addition to the excellent customer care, we really liked the great audio quality of Aethra's products, and the diagnostic functions are impressive," added Matthias Kraft of Kreditwerk.

Schwäbisch Hall believes that the success of a company is highly influenced by the ongoing development of its employees in terms of continuing education and qualification. This being said, the company invests a great deal in the Personnel Department. Besides a proprietary intranet and the company's television system to keep consultants well informed of market events and the latest products, the company also makes use of its video conferencing network to offer training courses.

Schwäbisch Hall and Kreditwerk also use the Aethra video conferencing systems to hold meetings and make presentations. Pleased with the solutions and customer service offered by Aethra, both companies have plans to add on other Aethra systems to their video conference networks.

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