



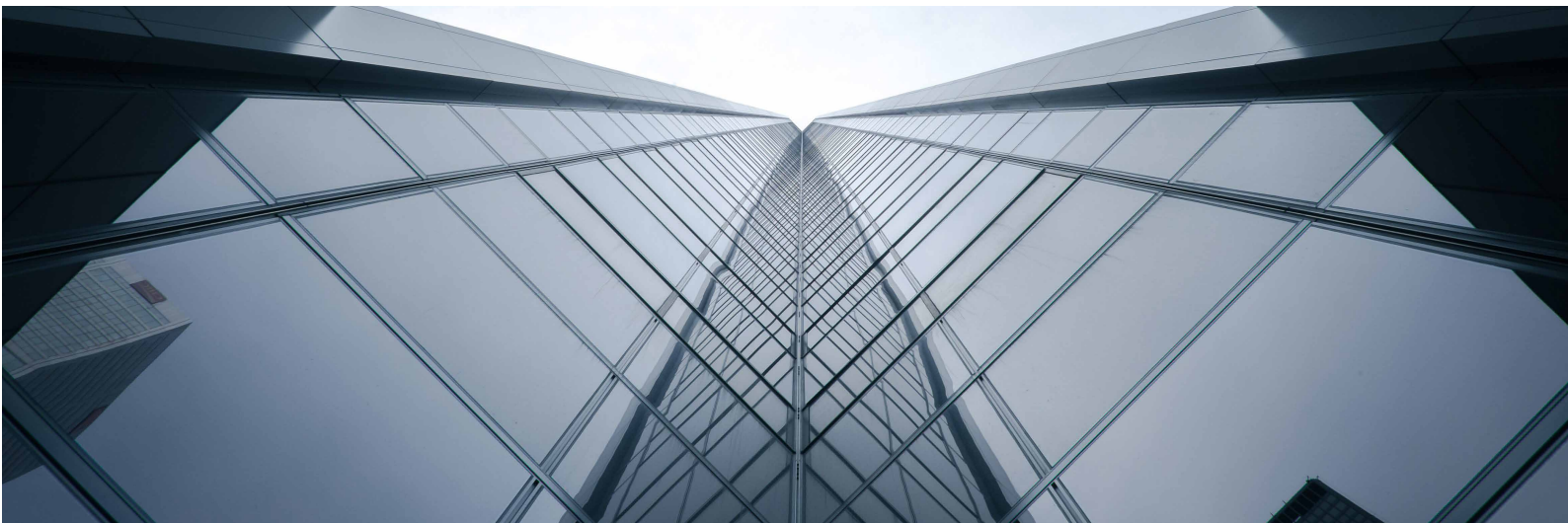
We record & analyze communications

Trusted Partnership Since 2011

Banca Transilvania Relies on ASC for Compliance and Service Quality



Since 2011, Banca Transilvania, one of **Romania's leading banks**, has relied on ASC Technologies' solutions and expertise. Together with our Romanian partner, Enterprise Business Systems, the bank uses the powerful Neo solution to meet the financial industry's high standards for efficiency and regulatory compliance. This longstanding partnership is centered on a shared commitment to continually enhance **service quality** in contact centers while consistently meeting **strict regulatory requirements** like MiFID II – a vital factor in strengthening customer loyalty and ensuring long-term success.



CUSTOMER NAME

Banca Transilvania

INDUSTRY

Finance

SOLUTION

ASC Neo cloud services

REGION

Romania

www.bancatransilvania.ro

Challenge

Banca Transilvania faces the demanding task of complying with MiFID II, which requires comprehensive recording and archiving of all customer interactions. These measures are essential to ensure transparency and legal security. At the same time, the bank needs to maintain a consistently high level of service quality in its contact centers and continuously enhance operational efficiency to meet its customers' high expectations.

To meet these complex requirements, Banca Transilvania needed a reliable solution that could efficiently record all relevant interactions and provide valuable insights to optimize customer service. ASC delivered a customized solution precisely aligned with the bank's needs.

Solution

With the Neo solution from ASC, Banca Transilvania achieves comprehensive, accurate recording of all critical communication channels in its service center, including voice and screen recordings. This complete documentation of customer interactions enables full compliance with stringent regulations, particularly MiFID II.

The bank also leverages the **INSPIRATIONneo** quality management module, which drives ongoing improvements in contact center service quality. INSPIRATIONneo makes it easy to evaluate calls, identify areas for agent development, and provide targeted e-learning sessions and quizzes to boost agent performance and increase customer satisfaction.

ASC empowers the bank to optimize service processes continuously while meeting the highest standards of compliance and quality.

Highlights

- LONGSTANDING PARTNERSHIP
- REGULATORY COMPLIANCE
- HIGH AVAILABILITY
- QUALITY MANAGEMENT
- FLEXIBLE SCALABILITY

“Our long-term partnership with ASC has enabled us to meet the complex requirements of MiFID II with confidence. Neo provides us with valuable insights into customer interactions, helping us continuously improve both efficiency and customer satisfaction. ASC is a trusted partner we've relied on for years.”

— Ionela Roș, Contact Center & Customer Care Director at Banca Transilvania

ASC Technologies

ASC is a global leader in compliance recording, quality management and AI-based analytics. Our solutions help organizations evaluate their communications-based data, securely meet regulatory requirements, and optimize customer service. Using AI, conversations are analyzed in real-time to detect compliance violations and assess the quality of customer interactions. Financial services, contact center, and public safety organizations rely on ASC to ensure their communication is legally compliant and customer-centric. Our solutions are scalable and flexible - available as cloud services, on-premise, or in hybrid environments. Headquartered in Germany, with subsidiaries in 15 locations and a global partner network in over 60 countries, ASC is the #1 in Europe and sets standards for AI-based communication technology worldwide.

