

CUSTOMER STORY:



## PERMANENT TSB, ONE OF IRELAND'S BIGGEST BANKS, CHOOSES 247MEETING TO CATER SECURE AND CONVENIENT CONFERENCE CALLS IN THEIR MEETING ROOMS

2400

employees

77

branches

9

years using 247meeting

### CUSTOMER

Permanent TSB is one of the Top providers of retail financial services in the Irish domestic banking market. With 1.1 million customers served, 77 branches across the country, and around 2,400 employees, they deliver durable and long-term results in banking with a customer-centric mindset.

### CHALLENGE

As a champion of high performance, the group is continuously promoting and improving their collaborative working process. After several years of successful collaboration with 247meeting, Permanent TSB approached the conferencing services provider with an interesting challenge. Knowing that PIN codes and dial-in numbers are one of the biggest pet peeves in contemporary office life and a huge loss of highly skilled employees' time, 247meeting was asked to tackle the issue while ensuring the confidentiality of their conference calls. The solution would need to be implemented in multiple meeting rooms.

*"We have been using 247meeting for 9 years now. We can always trust them with reliable communications, and they're always keen to find solutions."*

Pat Mulcahy, IT Operations Manager

#### CUSTOMER

Permanent TSB, Irish bank

#### WEBSITE

<http://www.permanenttsbgroup.ie/>

#### CHALLENGE

Creating a convenient and completely confidential means of joining conference calls from meeting rooms.

#### SOLUTION

247meeting created a Direct Entry option for Permanent TSB's meeting room's phones. Under 247meeting's tutelage, Permanent TSB's IT professionals then equipped and programmed each phone with Direct Entry options avoiding the hassle of typing dial-in numbers and Host PIN codes.

#### RESULT

247meeting's extensive experience in telecoms helped save the company 6 minutes per conference call, providing more time for employee collaboration.

## SOLUTION

Ronan Conroy, Account Manager at 247meeting, came up with a solution that satisfied each and every one of Permanent TSB's requirements: the Direct Entry option. Every meeting room's phone would be programmed to have a one-touch dial to 247meeting's conference call bridge, solving the need for dial-in numbers and Host PIN codes.

It saved employees the hassle of remembering PIN code while also keeping it secret, thus confidential. If no one in the meeting room knows what the PIN code is, there is no risk of someone joining calls whether intentionally or not.

***"I must confess I was impressed at how fast they were able to come up with this tailored solution. It is easy to implement and they are working with our IT teams to make it work seamlessly."*** - Pat Mulcahy, IT Operations Manager.

## RESULT

247meeting simplified the conferencing process to offer Permanent TSB's employees an effortless way to connect to their meetings. The new process removes any pain point so that employees can focus their time and brain power on optimising shareholder value.

***"247meeting conference calls are simple to use, simple to deploy. The new system saved us many precious hours!"*** - Pat Mulcahy.

### ABOUT 247MEETING

247meeting is a conferencing services company disrupting the way people use conference calls thanks to its app: 247meeting Mobile. No more dialling "into" a conference, group calls are as easy as a 1-to-1 conversation.

They also offer a range of audio, web and video conferencing services to fulfill the collaboration and security needs of globally growing businesses.

The Irish company has grown its client base to 15,000 customers, across 57 countries, supported 24/7. Clients range from overseas-based multinationals right through to Irish SMEs targeting export growth with dispersed staff, sales teams, partners and clients.