

# Contingency Planning Workshop Bucharest, 25.- 26. September 2013

Call Center – An outsourced solution for  
communication during a crisis



# Introduction

“Whatever can go wrong *will* go wrong”

Murphy's Law

# Introduction

..that's why we say:

“ Prevention is better.”

# Outline (1)

## 1. Initial position

- Mandate and function of esisuisse
- Stakeholders and players
- Considerations

# Outline (2)

## 2. Evaluation process

- Experiences
- Needs
- Frame conditions
- Costs

# Outline (3)

## 3. Further proceeding

- Selection
- Set up
- Time limits

# 1. Initial position

## Mandate and function of esisuisse

- formed in Basel in 2005
- aim of implementing the self-regulation measures laid down in Art. 37h of the Swiss Banking Act
- Collective scheme
- Pay-box
- Ex-post

# 1. Initial position

## Stakeholders and players

- Swiss financial market supervisory authority
- Federal Department of Finance
- Swiss National Bank
- Members of esisuisse
- Banks' clients
- Media
- Public



# 1. Initial position

## Considerations

- Bankruptcy case in 2008 or “what you do once the phone is ringing“
- Communication
- Responsibilities vs. Duties
- Resources
- Costs
- Reputational risks





...to find an outsourced solution...

# 2. Evaluation process

## Experiences

- Who can do it?
- Awareness level
- Difficulties



# 2. Evaluation process

## Needs

- Availability and emergency service
- Regularly trained agents
- Multilingualism
- Simulations
- Technical facilities

# 2. Evaluation process

## Frame conditions

- Data protection / Banker's discretion
- FINMA circular: "Outsourcing of business areas within the banking sector"



# 2. Evaluation process

## Costs

- Rendered services
- On-hold services
- Pioneering costs  
(from EUR 65'000 up to EUR 110'000)
- One-time costs  
(from EUR 50'000 up to EUR 80'000)



# 3. Further proceeding

## Selection

- Decision by the Board of Directors
- Price / performance relation
- Provider based in Switzerland, 4 locations

# 3. Further proceeding

## Set up

- Contract
- Service manual
- Definition of 1st and 2nd level services
- Responsibilities
- Training concept and materials (by esisuisse)
- General set up





# 3. Further proceeding

## Time limits

- Planning horizon: Oct – Dec 2013
- Implementation: Feb 2014 (intended)
- Simulation: Summer / Autumn 2014



Thank you very much for your attention.

# esisuisse

Einlagensicherung der Banken und Effektenhändler

Garantie des dépôts des banques et négociants en valeurs mobilières

Garanzia dei depositi delle banche e dei commercianti di valori mobiliari

Deposit Protection of Banks and Securities Dealers

