

| CASE STUDY



comm
CONTROL | CONTACT
CENTER
SUITE
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Comm Contact Center deployment at a Technology Company

Comm Contact Center Suite - An Omni Channel Solution for Voice, Video, SMS, Social Media, Webchat, Email, FAX and Open Channel

The client is a leading technology service provider offering go to market strategies and is a top global brand in IT. They represent many technology vendors in 50+ countries to ensure long term exposure and growth. They offer services in the area of Distribution, Local Office, Retail, Power, Software Solutions and System Integrations.

Challenges faced

- Being a technology and customer/vendor service driven company, there is a high demand to address the caller requests, provide on time support and troubleshoot the issues immediately.
- The customer was in need of a Contact Center solution, with a proven track record that can handle high call volumes, identify communication gaps, and provide best customer experience for both callers and their internal Contact Center Agents as well.
- It was also important for the customer to choose a right solution, where the need was for Voice based Contact Center solution, but should be scalable and be able to offer an Omni channel solution in near future without having to replace the entire solution with a new software solution deployment.
- Further they had some very specific requirements:
 - + Should integrate with existing IP Telephony / IP PBX at site.
 - + Need to identify:
 - IVR-Call pickup ratio, when a customer / partner calls the contact center how many times does the phone ring before the call was answered.
 - IVR-Call handling time, when a customer / partner calls the contact center, how long were they on the phone.
 - IVR-Abandon rate, when a customer / partner calls company, what percentage of calls are hung up with no answer.
 - + Capability of designing an IVR with huge call flow depending on their industry needs with modular changes without too many complex configurations.
 - + Greet and answer all the incoming calls and forward to available Agent.
 - + Queue all the calls to ensure the calls are not dropped and making use of the situation to play the marketing & promotional audio when the callers are in Queue.
 - + Ensure the calls are distributed evenly to all the agents with multiple call distribution strategies
 - + Identify the Agent performance, login/logout statistics, multiple analytical and statistically reports which help the management to understand the overall performance and caller satisfaction.
 - + Offer Real time data, Live Dashboards for the supervisors to immediately understand the call statistics and to assist the agents during the live call.
 - + Recording of all calls with search, playback, download features to evaluate the customer & caller interactions to avoid any litigation.

Solution offered

- Deployed Comm Contact Center solution that seamlessly integrated with existing IP Telephony / IP PBX at site.
- Based on customer requirement, multiple level call flows were created with Interactive Voice Response system to greet and answers all the calls with flexible configuration parameters and easy to use drag & drop GUI driven IVR design system.
- Within this IVR call flow, all the callers were greeted and following that, the calls were forwarded to available Agent based on the intelligence built in the application which automatically identified the status of the Agents. If the Agent was busy or on a break, the calls were not sent to Agents, instead it was queued until the agents are available to answer the next call.
- Supervisors were able to view the Real time statistics about the indicators such as:
 - + Number of calls waiting in the queue
 - + Number of Agents who are active in the calls
 - + Number of calls answered, abandoned, total calls offered, average talk time & hold time
 - + Percentage of answered and abandoned rate
- Supervisors were also able to monitor the calls live, whisper and barge assisting the agents and providing comments instantaneously delivering optimum customer services.
- Different kinds of reports and analytics were generated, to identify valuable and actionable items from customer end.
- Ring-All call strategy was deployed for optimum distribution of calls to ensure incoming calls were distributed to all agents.
- With an in-built recording solution, they were able to trace calls quickly to identify callers effortlessly.
- Powerful and flexible Search, Playback, Download features with detailed Audit trail logs for better tracking of user's access was helpful to the customer.
- Recorded calls helped them resolve disputes or defend against litigation from unhappy customers.





Business Results

- Customer was able to get the expected business results.
- With the IVR reports, the customer was able to derive targeted agent performance and customer satisfaction with ease.
- Delivered a great customer experience with the help of real time data.
- Comm Contact Center handled many thousands of calls in a solid manner.
- Optimised hardware/software cost by integrating with existing infrastructure.
- Detailed information with valuable reports and analytical data of the Call Center.
- Our solution helped them in improving the quality and training, dispute resolution and also for compliance purposes. By looking at client call history, the agents got the full history of communication records to resolve the situation without many disputes.
- Delivered quality service to customers in the quickest possible time.
- The service quality improved tremendously helping our Client retain its industry leadership position, deliver the solutions as per industry standard with measurable data and high customer satisfaction.



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