



DAMOVO

Combining new and existing
customer service channels



Change Driver

The contact centre manager of an insurance company wants to offer a new video consulting channel in order to give his customers more extensive, modern and personal access to the company.

A suitable solution has been found. It is important however that this integrates seamlessly into the existing contact centre platform so that call centre agents do not have to work across different systems.

Rules-based media blending is also a requirement.





Damovo Approach

Both the existing contact centre platform, which covers voice, chat and email channels, and the new video consulting solution have interfaces for integrating the two systems.

Damovo developed a specially programmed middleware that exchanges the availability status of both systems in real time.

This means that no further customer enquiries are placed in the agent's queue as soon as they are in a video consultation. If they are engaged in an audio-only call, no video consultation requests will be displayed. However if the agent is only working on an email then he is flagged as being available for video consultation calls.

All service requests, regardless of the medium, are displayed in the queue of the existing Contact Centre platform. The video consultation also takes place within the Contact Centre interface, into which the new solution has been fully integrated.



Customer Value

DAMOVO

How the CC agent benefits

The direct integration of both systems means that contact centre agents don't have to get used to a completely new interface, or jump between two applications during the course of a consultation with a customer.

How the CC manager benefits

By integrating the two systems, the contact centre manager does not have to deploy dedicated video consultants for the new channel.

Instead the existing agents can serve all channels based on their availability.

The contact centre becomes truly multichannel – fulfilling the requirements of the customer.