

# Fast deployment through a Cloud Contact Center





## Change Driver

A German telecommunications company used external service providers to manage their customer service hotline, which took care of the acceptance, forwarding and handling of up to 5,000 calls per day.

However, the lack of integration across their internal systems meant that central control and call prioritization was not possible – which adversely affected their customer service quality.

The company was therefore looking for a new communications solution that was innovative, easy to administer, and future-oriented, giving them a high degree of flexibility in adapting call flows.



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## Damovo Approach

A pilot phase that included extensive testing of Genesys Cloud - a public cloud contact centre solution - was carried out first to ensure the customer was happy.

Damovo then very quickly implemented the new solution so that the first agents were able to receive voice calls in less than 2 weeks.

Within 3 months the new voice channel contact centre, including integrated call channel queues for service providers and CTI integration with customer recognition and post-call surveys was set up for around 350 employees and can be easily administered and adapted by company employees.

Enhancements including the integration of a voice recording solution and the setup of outbound calling were subsequently implemented and other communication channels such as letters, email and chat will also be integrated via the Genesys Cloud in the future.



## Customer Value

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### How the **Contact Centre** benefits

The company can easily administer the system itself – meaning that call flows can be quickly adapted for flexibility and efficiency

Real-time reporting on abandonment rates and agent availability gives the contact centre manager and team leaders a quick and reliable overview of the current service performance.

### How the **customer** benefits

Better availability on the customer service hotline through prioritized routing.

Perception of improved customer service through the expansion of contact channels

CTI integration facilitates direct identification of customers which saves time