Modern communication strategy
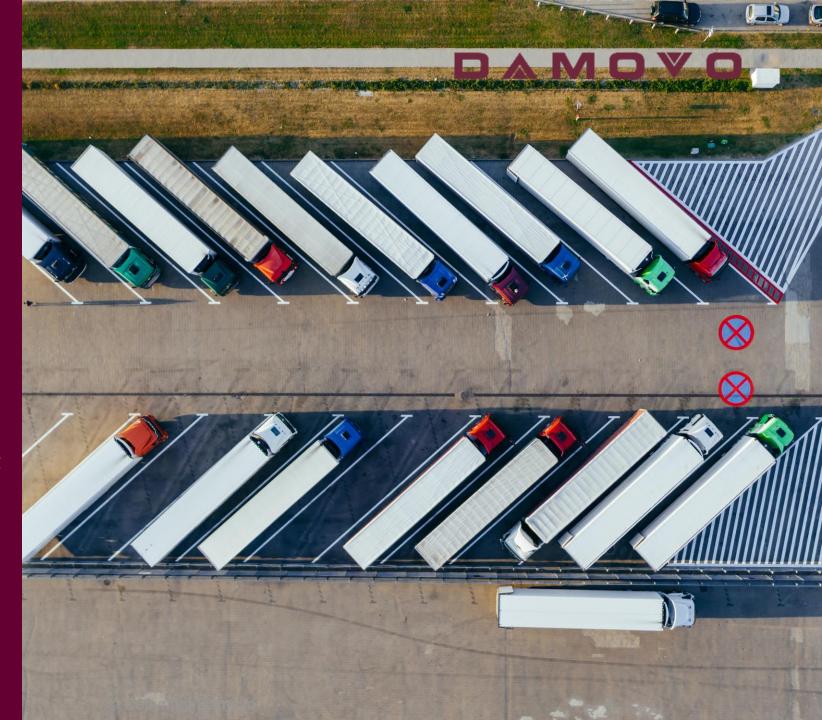with individual CRM dashboard

Change Driver

A leading global logistics and freight transportation company based in Germany had for many years been pursuing a "dual vendor" strategy for its on-premise telephony and customer service solution in order to remain flexible and not dependent on one vendor. The PBX and contact centre solutions were required for over 10,000 employees at more than 100 locations.

As one of the telephone systems could no longer be supported by the manufacturer, the company decided to implement a completely new, more modern communication strategy that would deliver more functionality and reduce the company's IT costs.

During the first stage a new contact centre platform was required which had to be integrated with the two existing telephone systems.

DAMOVO

Damovo Approach

Taking into account the existing telecommunications infrastructure, Damovo compared on-premise and cloud contact centre solutions in terms of IT effort, licensing and support costs and integration options.

The customer opted for a cloud contact centre solution in combination with a CRM dashboard developed individually for the company by Damovo.

The dashboard contains customer information as well as shipment information of the ordered goods. Furthermore, it serves as a cockpit for the employee to initiate further actions during the call, such as writing an email to the customer or opening the billing programme.

Calls are now forwarded from the local PBX systems to the cloud customer service application, which takes over the routing to the agent.

DAMOVO

How the **IT Manager** benefits

The internal IT effort is significantly reduced thanks to the unified cloud customer service solution, which is integrated with both PBX's. Hardware is eliminated and the solution is updated automatically from the cloud.

The new solution enables a smooth migration of the telephone systems still in use during the implementation of the new communications strategy.

The dashboard developed for the company can continue to be used independently of future telephone systems.

How the **employees** benefit

Every staff member now works with the same customer service application using the modern web client.

The employee receives all relevant information via the new customer dashboard, which enables them to provide a more efficient and customer-friendly service.

The dashboard is extremely user-friendly, enabling the employee to call up other relevant applications or information at the push of a button.