

→ USE APIS

Modern Communication Strategy

With Customised CRM Dashboard

FEEDBACK



Change Driver

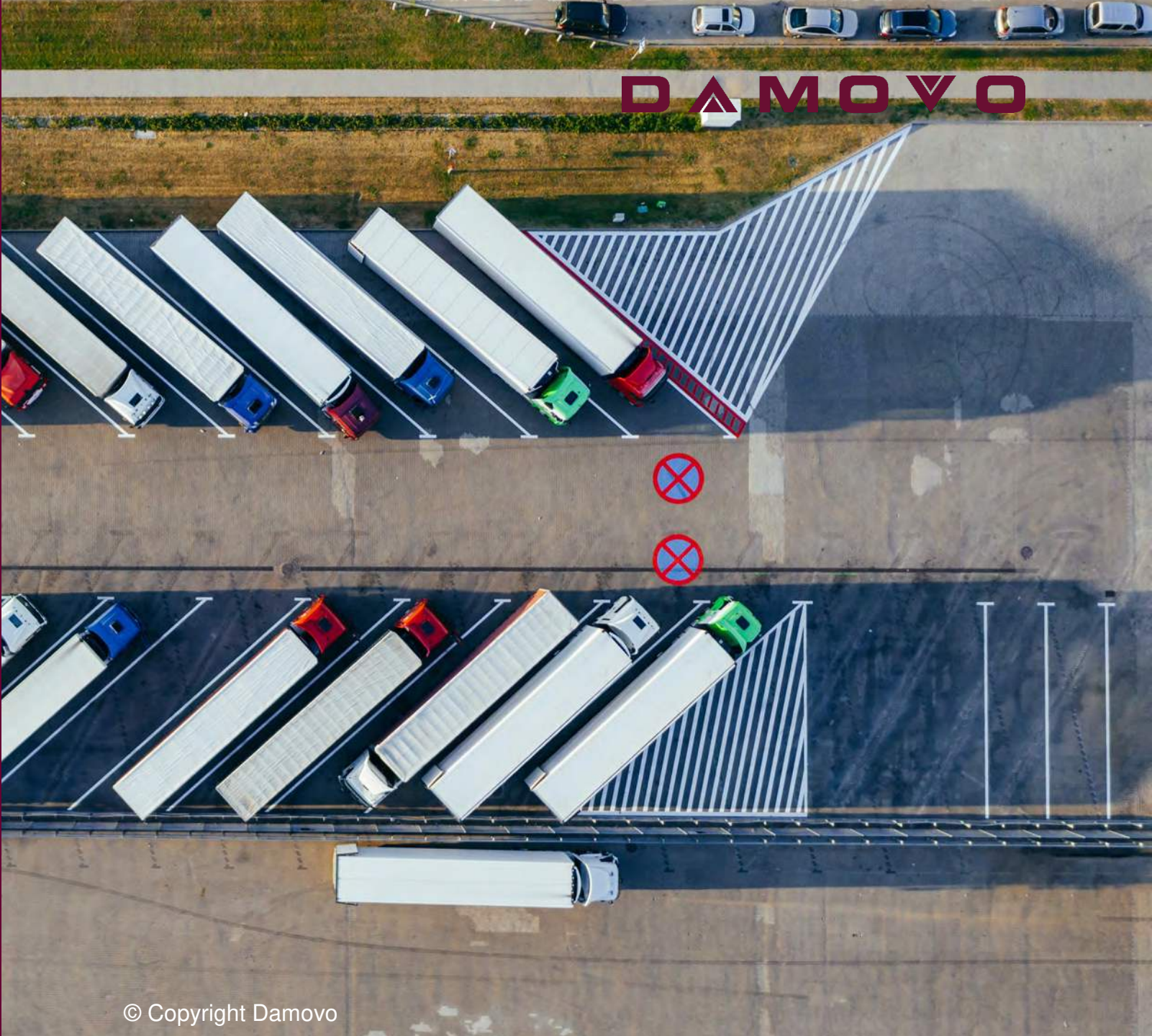
A leading global logistics and goods transport company based in Germany had been pursuing a "dual vendor" strategy for its previous on-premise telephony and customer service solution for many years. The aim was to remain flexible and not be dependent on one manufacturer.

The PBX and contact centre solutions for over 10,000 employees at more than 100 locations are operated by the company itself.

As one of the telephone systems was no longer being supported by the manufacturer, the company decided in favour of a completely new, more modern communication strategy.

When introducing a new solution, it was particularly important to reduce the company's own IT costs for operation.

The first step was to implement a new contact centre platform, which still had to be integrated with the two telephone systems for the time being.



DAMOVO



Damovo Approach

Taking into account the existing telecommunications infrastructure, Damovo compared on-premise and cloud contact centre solutions in terms of IT costs, 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 for the ordered goods.

It also serves as a cockpit for employees to initiate further actions during the call, such as sending an email to customers or calling up the billing programme.

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



How the **IT** benefits

The management receives real-time and completely transparent insights into the processes and performance of the call centres across all international locations.

This allows differences in call centre performance to be quickly identified, service group capacity utilisation to be quickly monitored and staff deployments to be better planned.

How the **employees** benefit

By optimising the deployment of personnel resources, the call centres can be reached better and faster. Customers are offered a faster service.