

RightNow Service Cloud Contact Center improves first call resolution time for Global BPO

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Products or Services

CRM++ Computer Telephony Integration

Implementation Partner



www.crmit.com

The customer is a member of the Uganda ICT Outsourcing Services Association. This dynamic and innovative consultancy provides the professional and management services for companies and public institutions to enhance their efficiency and effectiveness in allocating their resources.

Challenges

- Inconsistency in customer engagement channels and hence customer experience
- Decline in agent's productivity, due to knowledge base accessibility
- Customer retention and loyalty

Solution

- CRM++ Asterisk telephony system integration for automating call operations
- Agent level security for data restriction to avoid cross-organization/contact record views
- E-Mail and chat channel automation with queues and SLAs setup for the individual organizations
- Automatic assignment of customer queries to the appropriate contact center agents

Benefits

- Improved agent consistency in responses across multiple channels, including e-mail, web, phone, and social, with agent access to a central knowledge repository
- Improved customer relationships, service levels and customer satisfaction
- Improved service / first-call resolution time
- Improved reporting & collaborative management
- Ease of access to all communication channels
- Reduced training costs