



Mediashop

Complete phone number solution with Shared Cost numbers and intelligent routing

Case Study

Company



MediaShop AG is a mail order business based in Triesen/Liechtenstein with operations in several European countries. MediaShop brings the shopping experience into your living room: from Monday to Sunday, you can order fitness, household, leisure, music or beauty products conveniently by telephone or in the online shop. www.mediaishop.tv, www.embers.at

Requirement

The mail order business wants to use service numbers to deal with orders, complaints, enquiries about returns and delivery dates. MediaShop AG has operations in several countries. For this reason, several numbers are required to route the calls to the various call centres that deal with customer enquiries. The possibility of time-dependent routing, which routes callers to a particular destination depending on the time and the day of the week, is also crucial for MediaShop AG's call centre operation.

atmsSolution

For ordering by telephone, atms provides a complete phone number solution with Austrian, German, Swiss and Hungarian shared cost numbers that are routed to the Embers call centres in Liechtenstein, Austria, Germany and Turkey. The Hungarian call centre also handles calls from Romania, Slovakia and the Czech Republic.

The service numbers are mainly used for orders, but are also used for complaints, enquiries about returns and delivery dates. The intelligent atms network facilitates a large number of routing variants, so that routing plans can be tailored as much as possible to individual requirements. To spread the load evenly over the existing phone lines, MediaShop AG's shared cost numbers are controlled by means of percentage call distribution and so-called "overflow routing". This involves calls being automatically routed to alternative destinations if the original destination is unavailable – which means that no calls are lost. The possibility of time-dependent routing, which routes callers to a particular destination depending on the time and the day of the week, is also crucial for MediaShop AG's call centre operation. This type of routing is appropriate if calls are to be processed differently at different times of the day or if a higher call volume is expected on certain days. This also allows week-ends or holidays to be treated differently.

Another smart solution for MediaShop AG: outside of office hours, callers are given the option to leave a voice message – for example a call-back request. This message is then e-mailed to the customer service staff as a sound file.

"The international orientation of atms, the fast reaction times for routing changes, the competitive prices and easy communication were decisive factors for us. We have not only won a reliable partner with atms, but quality as well."

Mag. Katharina Schneider, Managing Director of MediaShop AG