



Sagem Communication Austria

Shared-cost telephone number concept with flexible, origin-dependent routing and IVR function

Case Study

Company



Sagem, a subsidiary of the SAFRAN Group, is one of the leading international hi-tech companies in mobile phone, broadband and multimedia communication. The company has offices in more than 20 countries with a total of 15,000 employees. Sagem Communication Austria GmbH, which is based in Vienna, is Europe's no. 1 in the development and production of fax machines in the small office/home office sector. www.sagem.at

Requirement

For its pan-European support for fax machines and mobile telephones (consumables), Sagem requires international service telephone numbers for eight different countries (Austria, Germany, Belgium, the Netherlands, Italy, Spain, France and Great Britain), which are all forwarded to the Vienna call centre. Additionally, the new telephone number concept should take into account origin-dependent routing that automatically recognises the origin of a call and transfers it specifically to the corresponding group of call centre agents.

atmsSolution

atms developed a flexible solution for Sagem with international shared-cost telephone numbers, which are all transferred to the Vienna call centre. The routing requirements were implemented as requested: the system recognises the origin of the call and connects it straight to the correct call centre agent. For instance, a caller from Italy is put directly in contact with an agent who speaks Italian. Efficient customer care, flexibility and the quickest possible service are thereby guaranteed. In addition, a first-rate IVR (Intelligent Voice Reply) function with announcements in the intelligent network was implemented to prequalify calls.

Result

- Reduction of interfaces with different international telecommunications providers
- Concentration on Sagem service and support
- Cost reduction through contributions from shared-cost telephone numbers and increase in productivity
- Reducing the number of calls whilst simultaneously increasing the quality of calls

"The international focus of atms and the associated flexibility across national borders was the key factor for us."

Arnaud Maurer, call centre manager at Sagem Communication Austria GmbH

