



Samsung Electronics

Intelligent service telephone number solution
with customer-specific routing

Case Study

Company

Samsung Electronics Co., Ltd. is one of the world's leading companies in the fields of semiconductor production, telecommunications, digital media and technologies for digital convergence. The company is organised into two business divisions – "Digital Media & Communications" and "Device Solutions" – and employs around 164,600 people in 179 locations in 61 countries. Samsung Electronics is one of the fastest growing global brands as well as the world's largest manufacturer of televisions, memory chips, mobile phones and TFT LCDs. www.samsung.at

Requirement

For its Customer Contact Centre for Austria and Switzerland, Sagem required a one-stop service telephone number solution. Various services are offered via the Customer Contact Centre such as pre- and after-sales service, technical product support and the allocation of appointments for collecting equipment and for repairs.

atmsSolution

atms developed an individual, bespoke service telephone number solution for Samsung: All the incoming calls to the Samsung Customer Contact Centre are handled by the service telephone numbers set up by atms – for each country these comprise an 0800 freephone number and two shared-cost numbers – and routed in a specific way for each customer via the failsafe atms network. The six telephone numbers have one notable characteristic: the corresponding numbers in both countries are identical. In other words, the three Austrian telephone numbers are the same as those in Switzerland; only the prefix of the shared-cost numbers is, of course, different. The 0800 number is completely the same. atms takes care of the precise, origin-dependent routing.

"atms and Samsung are two leading specialists in their fields of business which complement each other perfectly. We are delighted to have found a reliable partner in atms that meets our high standards and supports us in being able to continue to provide optimal support to our customers in Austria and Switzerland via our Customer Contact Centre."

Michael Blutmager, Senior Manager Customer Service at Samsung Austria

atms