



IT AND COMMUNICATION → CALL+CARE

WTG provides a call center solution for the best possible customer service



Call+Care runs a number of inbound call centers on behalf of its customers. These centers operate as the telephone contact system for Call+Care clients' final customers. To fulfill Call+Care needs, WTG acts as full-service system integrator for a call center that is as reliable as it is future-ready, with the task of analyzing, optimizing and handling the customer service function.

IT AND COMMUNICATION

WTG solutions and service

- ▶ UC/UCC
- ▶ Professional & integration services
- ▶ Service management

Due to steady growth in its call and order volumes, Call+Care began to feel a need to expand the technical resources available to it for call handling. It was clear that no further expansion of their existing telephone system would be possible, which meant that they would have to acquire a new solution to meet current and future requirements. That is why they turned to WTG to implement a new high-performance AVAYA call center solution. The stand-out features of the new communication system include its security through redundancy, its feature allowing conversations to be traced

through voice recording, its future-readiness thanks to the use of SIP trunking and the high performance of its extremely versatile statistics tool. All four features are essential pre-conditions for providing in the capacity to create optimized dialogue with customers.

THE CALL+CARE STORY

The Call+Care Agentur für Kundendialog GmbH (Call+Care agency for customer dialog) was created in 1997 by the g/d/p research group, one of the top marketing research and consultancy businesses in Germany. With an extensive range of knowledge domains and more than 20 years of experience in research into customer satisfaction, Call+Care is a specialist in implementing the findings of such research in dialog with consumers and retail customers. The Hamburg-based agency for customer dialog describes its services as follows:



The task of truly listening to your customers provides the foundation for any mutually beneficial dialog with them. These days, consumers communicate with businesses over any number of different channels. The information gained from such communication can be used to optimize your customer service or to further develop your brands, products and marketing strategies. **Being equipped to reach the correct conclusions from omnichannel communication is the key to it all. And WTG's comprehensive call center provides exactly the right tools to achieve that** – it is also essential to secure the system from failure and to ensure its future-readiness so that we can continue to communicate with our customers and their customers going forward.«

Christa Braaß

Managing Director | Call+Care Agency for Customer Dialog

»Call+Care is the thread that connects you to your customers. We look after your customer service functions for you, 360°. Using all channels. And with everything that forms part of that dialog, including complaints management, social media management and maintenance of customer online shops. We develop successful designs for dialog. That success is demonstrated in the structure and long-term operation of our service centers.«

trunks. The communication system that it uses is extremely scalable: it has the capacity to provide the 1,000 exchange lines required of it.

High performance

Call+Care needs to provide its customers with a wide range of statistics in addition to all system data relating to the call center. With the help of the open interfaces, Call+Care can access the SQL database using ODBC and use all the data it may need for its in-house evaluations and statistics.

THE WTG GROUP – MAKING IDEAS HAPPEN

WTG implements AVAYA call center solution

The new WTG solution includes a system with built-in redundancy for multiple workstations. The call center is created using the Avaya Elite Tool including one-X Agent®. With the system's highly flexible statistical tool, Call+Care can respond properly to customer requirements and can read and process all the data relevant to their needs.

Secure


We take care of your security needs. The system provides protection against any threatening calls. The Call+Care's call center environment is located on a separate network. The network components required for it are also delivered and set up by WTG.

Future-ready

One further important aspect of the new solution is its future-readiness. The system both provided the call center's resilience against failures and handled its conversion to SIP

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