

Case study – border concepts

BACKGROUND

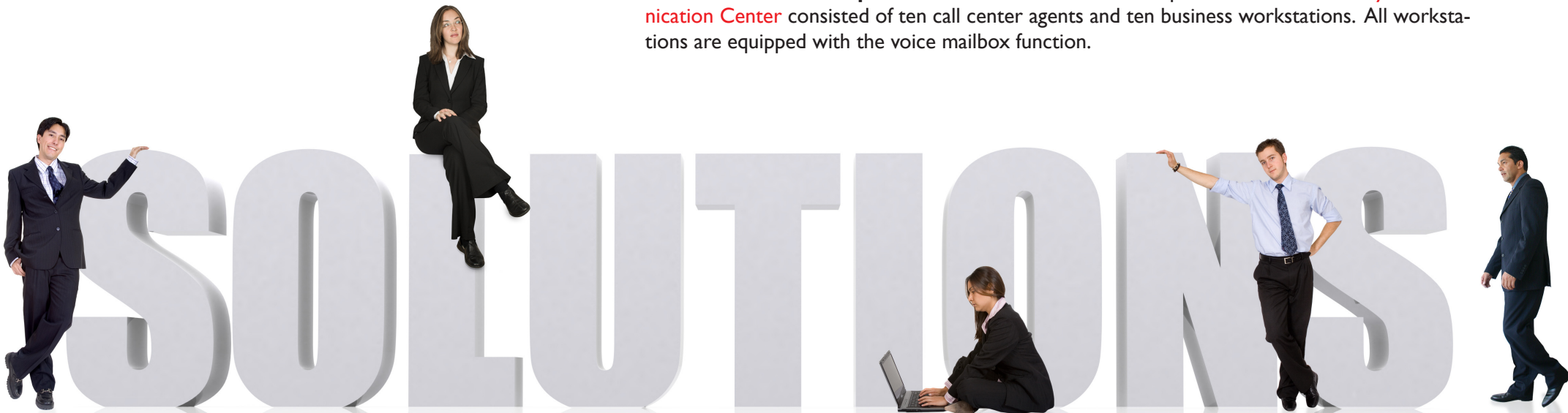
The management consultancy, **border concepts** GmbH, specializes in providing consulting services to national and international universities and educational institutions. The marketing approach of the Gronau based company involves the merging of market knowledge with modern communication, technology and marketing concepts. This approach allows **border concepts** to offer a wide variety of services, ranging from market research, CI development, community & alumni concepts, trade fair promotion and classic media activities to services in the area of in and outbound telephony.

CHALLENGE

border concepts requires a flexible and technologically advanced telecommunication system for its comprehensive range of services. The system should be capable of handling the company's own service center business as well as every day business telephony. The telephone system will be used primarily in the Education Service Center (ESC), **border concepts** communication and logistic center. The ESC is, in a manner of speaking, an "outsourced" student advisory service for both national and international universities. This service, above all, must be capable of being expanded quickly and simply, when required.

SOLUTION

The solution is based on the **Clarity Communication Center**. This platform supports computer telephony integration (CTI), automatic call distribution (ACD) and voice loggers; the implementation of additional systems can therefore be dispensed with. SIP telephones are also provided for all of **border concepts** workstations. At the time of implementation, the **Clarity Communication Center** consisted of ten call center agents and ten business workstations. All workstations are equipped with the voice mailbox function.



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RESULT

Karel Otte from **border concepts** was very pleased with the result, “thanks to the Clarity Communication Center, we can expand our Education Service Center quickly and simply, when required”.

New extension numbers and service center workstations are available in just a matter of minutes. This is possible, above all, thanks to the software based character of the Clarity product. The solution is operated as an application on standard servers and works with all common telephone standards such as analog telephony, ISDN and Voice over IP. Any combination of telephony standards is possible. The implementation of Voice over IP using the SIP protocol is especially beneficial for **border concepts**. As no internal telephone infrastructure is required to operate VoIP (all that is needed is a PC), **border concepts** can react quickly to changing conditions. Additional features of the Clarity solution, such as automatic call distribution (ACD), help to reduce waiting times and ease the load on the telephone exchange.



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