

BACKGROUND

The company “exciting communication GmbH”, with headquarters in Dreieich, specializes in the design of high quality call center processes for different sectors; the range of services comprises both outbound and inbound campaigns. In order to cope with the complex demands of the customers, “exciting” requires a telephony infrastructure that can be adapted quickly and flexibly to the respective tasks.

CHALLENGE

The original plan was to add a predictive dialer to the existing system for 24 agents with computer telephony integration (CTI) and call recording. However, the inventory and functional specification showed that additional requirements would need to be fulfilled, a situation which you are probably familiar with. “exciting” attached considerable importance to centralized monitoring, the measurement of results as well as the configuration possibilities for fine tuning the campaign. The **Clarity Predictive Dialer** fulfilled all of the important requirements listed in the functional specification created by “exciting”. As a result of its initial experience with the Clarity-Software, “exciting” decided to replace its entire telephony infrastructure with a system from Clarity – therefore giving them the possibility to expand. A follow-up order was therefore placed by “exciting” for a system with 60 lines for inbound telephony.

SOLUTION

During the first phase, Clarity delivered a **Predictive Dialer System** for 24 agents and 90 exchange lines on one server. An additional server, with the **Clarity Communication Center**, Automatic Call Distribution (ACD) and Call Recording, was added to the existing system for the inbound workstations as well as the appropriate number of end devices. Both servers communicate with one another via an H.100-Bus, which provides protection against downtime through redundancy.





RESULT

The outbound solution has been in operation since November 2005, the inbound solution followed at the beginning of January 2006. For an inbound campaign, 20 agents handle approximately 2000 calls each day. System failures or problems did not occur during this period. “Thanks to Clarity’s own interface, GDI, we were even able to integrate the telephone functions into our own user interfaces. This flexibility was a decisive factor for us when choosing a telephony solution” summarized Jörg Weidmann, executive director of “exciting communication GmbH”, at the end of the project.

We would be happy to provide you with other case studies!

CONTACT

Clarity AG

Schaberweg 28b
61348 Bad Homburg

Tel.: +49 6172 13 88 50

Fax: +49 6172 13 88 10

E-Mail: info@clarity-ag.net

Web: www.clarity-ag.com