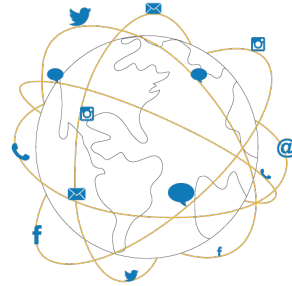


Contact Center for Global Retailer.



Executive Summary

One of the largest global retailers with more than 3,500 stores in over 50 countries needed a unified platform for written communication. Striving to serve their customers in the best way possible the choice fell on Cention.



Challenges

Having so many customer interactions from so many different countries has its challenges. Besides having to deliver excellent customer support in an efficient way there are other factors to bring in, languages, time zones 24/7 uptime, mutual reporting. The company wanted to achieve this through a more comprehensive use of advanced software.

How We Helped

When companies start using online written communication they seldom are prepared to deal with the volumes and different needs for different channels. Cention gives the tools needed to handle errands efficient and with full follow up independent of channel. We use one knowledge base over all channels (for example email, chat, facebook, linkedin, sms) and support over 80 languages as of today. To uniform the way for agents to work with all these different channels and to understand their nature and limitations is what Cention does.

Results, Return on Investment and Future Plans

The outcome of the implementation has been even better than expected. The customer have scaled up Cention to be used in all markets and is very pleased with our cooperation. Cention is part of the global setup with a voice provider and a data mining software. Today over 1,200 agents world wide uses Cention on a daily basis

Short facts about Cention

Cention Contact Center was launched early year 2000. Over the years Cention has evolved into one of the market leaders in online customer care communication software. Cention supports customers in over 50 countries with thousands of agents processing millions of errands every month Cention helps its customer to deliver great customer support using the same interface, knowledge base and reports for all channels. We have a proven track record of industry excellence for over 15 years. Cention gives your business the strategic advantage it needs. Contact your Cention partner today!

Contact information

Cention Group
Phone: +46 8 410 446 00
Fax: +46 8 656 49 00
Email: sales@centiongroup.com

