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The solution for Süwag Energie AG includes:

- Avaya Interaction Center, an open, standards-based software platform that simplifies management of multimedia customer service through voice, video, email, web chat and IP telephony – helping businesses manage service levels better and exceed customer expectations during each and every interaction.
- CCT ContactPro, a flexible, modular, and customizable client-server solution that provides a unified interface for handling all inbound and outbound contact center channels.

CCT ContactPro Electrifies Süwag Energie Contact Center Results



Süwag Energie AG is a leading energy utility in Southwest Germany. Süwag serves approximately 900,000 residential and commercial customers in the region, supplying the energy, heat, and gas needed to live and conduct business on a daily basis. The company employs about 1,800 workers to develop and build alternative energy concepts that help companies, municipalities and consumers efficiently and economically use energy.

Challenge

With more than 1,100 power companies vying for customers across Germany, utility companies need to be more efficient and responsive to keep customers satisfied. Süwag found itself having to deal with an increasing number of contacts while its business volume remained the same. “Efficiency and cost-effectiveness are of particular relevance,” said Jochen Dornbach, Director of Contact Management and Optimization, Channel Sales Management at Süwag. “Obviously we don’t want to lower or jeopardize our

service quality. Our objective is continuous improvement. Mastering this balance act requires innovative technology.”

Süwag required a solution that could deliver higher performance and efficiency, as well as incorporate new contact options and the ability to process new document formats such as the latest Microsoft Office formats and Open Document Format (ODF). “Basically, we were keen to hang on to what we had, but wanted an improved, modern version of it,” explained Dornbach.

About DevConnect

DevConnect is Avaya's developer and technology partner program. Through a free Registered level membership in DevConnect, members are able to access a wide range of developer resources, including APIs, SDKs, technical support and training. Enhanced Membership options offer higher levels of technical support, compliance testing and co-marketing benefits. To learn more or register for membership, visit www.avaya.com/devconnect.

About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit www.avaya.com.

Solution

A long-time customer of both Avaya and CCT, Süwag chose to implement the latest version of CCT's ContactPro, an integrated desktop software solution that interacts with Avaya Interaction Center. The solution routes customer contact information from Avaya Interaction Center to ContactPro, displaying the data along with customer history and activity to an agent's desktop. Agents and customers can now effortlessly use several different communication channels, such as voice, SMS and instant messaging/chat, to discuss the same topic. All pertinent customer information remains at the agent's disposal throughout the entire transaction, including any closed and open activities. Agents can check the availability of subject matter experts using real-time presence information gathered from the Avaya system and instantly make contact to assist with customer inquiries.

"The software is extremely user-friendly and flexible," said Dornbach. "It's entire look and feel is engaging."

Results

CCT used a phased approach to implement the ContactPro solution in less than three months. During the cutover, several agent desktops were upgraded to the new solution, while others remained on the old system. As the transition progressed, new contacts were routed to agents that were using the new software, giving Süwag an opportunity to complete all open contacts before implementing the remaining agent desktops.

With its new contact center solution in place, Süwag can now better manage its service provider resources and answer customer inquiries more efficiently.

Agents have information from all previous customer contacts at their disposal, reducing call handling times and increasing customer satisfaction levels. Additionally, clients are responding positively to the option of using their communication channel of choice, helping raise customer satisfaction levels even further.

"ContactPro is a huge help for managing our resources and enabling us to better take into account economic aspects when managing interactions," Dornbach said.

Learn More

To learn more about Avaya solutions and DevConnect Technology Partner CCT, contact your Avaya Account Manager or Avaya authorized partner. Or, visit us online at www.devconnectmarketplace.com.

About CCT

Founded in 1999, CCT is a leader in multimedia customer experience solutions, providing comprehensive unified communications and contact center solutions for large and mid-sized companies. CCT has many years of experience in contact center systems integration and expertise, meeting company-specific requirements and providing significantly increased value and efficiency in customer communication. With its flagship product ContactPro, CCT helps contact centers gain better control of all managed interactions and offers efficient support to increase agent productivity.

CCT is headquartered in Frankfurt, Germany with international headquarters in Philadelphia (USA) and Zuerich (Swiss).

For more information, visit www.cct-contactpro.com

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