

## **A Telecommunication company Improves Experience for its Call Center Agents through ClarifyCRM**

**The Client** a telecommunications, a FORTUNE 200 company based in Reston, VA., is a leading provider of fully integrated wireless communications services and has built the largest guaranteed all-digital wireless network in the country covering thousands of communities across the United States.

### **The Challenge**

Interaction with the telephony infrastructure through a single application to provide agents with enhanced productivity and efficiency. The challenges included:

- **Reduce call handle time/Increase agent efficiency**
- **Increase Customer and Agent Satisfaction**
- **Improve Campaign Management**

### **The Solution**

Tasmea working with IBM Business Consulting Services, implemented one of the first integration of ClarifyCRM Multimedia Integrator to third-party media servers - Cisco ICM Solution, and Avaya Mosaix Predictive Dialer Solution.

Integration of the ClarifyCRM Application (web-client) with the complex telephony environments consists of both inbound and outbound interactions that are handled by custom adapters, CiscoClarify Media Adapter and MosaixClarify Media Adapter. These adapters are developed using Java to handle the flow of information and events in inbound and/or outbound direction.

- **Reduce call handle time/Increase agent efficiency:** By automatically pre-populating caller information into an interaction screen based on the contact number, call time can be reduced as well as agents efficiency can be improved. It can be achieved by eliminating time required for customer searches in the database.
- **Increase Customer and Agent Satisfaction:** Integration of telephony media environment with CRM application will improve Customer and Agent satisfaction by reducing agent effort, thus enabling agent to utilize caller entered information instead of asking the caller to repeat the crucial information.
- **Improve Campaign Management:** By synchronizing customer campaign list in near real-time, re-contacting a customer within a specific period of time can be avoided, thus customer satisfaction can be improved.
- By implementing ClarifyCRM media controller component for media type "phone", existing architecture can be utilized for future implementation of other media types like email, chat, etc.

### **The Technology**

- ClarifyCRM 12.5, Customer Interaction Manager, Oracle 9i, Java, JSP, XML, Cisco ICM and Avaya Mosaix CTI