

## Transcom Worldwide



Transcom WorldWide ([www.transcomww.com](http://www.transcomww.com)) Europe's largest Customer Relationship Management (CRM) solution and outsourced contact centre provider, with 41 service centres employing more than 12,000 people delivering services in 23 countries – including Luxembourg, Sweden, France, Denmark, Germany, Finland, Italy, Switzerland, Belgium, Hungary, Norway, the Netherlands, Spain, Austria, Morocco, Poland, Portugal, Poland, Estonia, Latvia, Lithuania, Serbia and the UK.

Established in 1995 by the Kinnevik Group, the company provides CRM solutions for companies in a wide range of industry sectors, including telecommunications and e-commerce, travel & tourism, retail, financial services and utilities. Transcom offers clients a broad array of relationship management services, including inbound communication; telemarketing and outbound; administrative tasks; web servicing; CRM consultancy service; contact automation; credit management service; and legal services. Client programs are tailor-made and range from single applications to complex programs, which are offered on a country-specific or international basis in up to 38 languages.

[Transcom Worldwide delivers tailored customer contact solutions enabling its partners to deliver World Class CRM strategies focused on growth and retention](#)

Transcom's core business is to provide clients with best in class customer service platforms in a cost effective manner. Transcom partners with each client to understand their core strategy to maximize growth. Technology solutions must be state of the art in the industry, with the ability to manage millions of customer contacts accurately and efficiently, yet with enough flexibility to adapt to rapidly evolving business and technical needs.

With Altitude Software, Transcom has significantly evolved in its ability to meet client demands for a complete CRM solution in all its locations, making use of technological solutions to enable the efficient and integrated use of multimedia communication channels (voice, email, chat, web, fax, mail and presential), IVR applications, predictive and power dialling solutions, call recording and workflow management solutions.

[Altitude's platform openness and flexibility allows Transcom to develop and deploy new business rules and campaigns, and add new and updated technology on the fly](#)

The Altitude uCI 7 solution, integrated with Avaya ACD's enables Transcom to process, unify and handle all types of media (voice, email, chat, web, fax, mail and presential) in a unified virtual queue. Interactions are then inserted in a multimedia workflow application, ensuring all sorts of interactions are correctly prioritized and routed according to agent skills and business rules, follow agreed procedures and benefit from existing capabilities and resources.

This ensures a fast, effective and recorded resolution of all customer relationship issues for its customer's customers. Improved accountability and positive indicators such as reduced document losses and faster resolution with fewer resources testify to the solution's capabilities. The customised multimedia workflow solution uses skill-based routing ensuring that all inbound interactions are directed to the location and to the resource most capable of providing the optimum solution, ensuring a cost-effective, high level of customer service with efficient work allocation. Transcom service centres work to a distinct competitive advantage.

**Using Altitude uCI 7, we have created opportunities for Transcom to streamline processes and dramatically increase productivity and service levels. Altitude uCI 7 is a great fit with our business needs**

*Mr. Jan Fitch*

*Chief Technology Officer; Transcom Worldwide*

### Transcom Worldwide

- Established in 1995 by the Kinnevik Group;
- Europe's largest CRM solution provider;
- 41 Contact centres, with over 12000 agents in 23 countries;
- Delivers services in 38 languages to over 80 clients;
- Services offered: Tailored CRM solutions, primary Customer support, Help desk, tech support, tele-sales, lead generation, IVR, e-commerce, legal services, CRM consultancy and credit management services

### Business Benefits

- Consistent standard of quality delivered in multiple countries and languages through one single point of contact managed by a single provider supported by integrated, unified solutions and platforms.
- Cost reduction and increased process efficiency with Workflow solution directed at multimedia, multisite, next-generation customer contact centres
- Openness and flexibility to develop and deploy new business rules and campaigns, and add new and updated technology as needed.
- Standardized customer interaction applications, with rapid application development and deployment;
- Proven savings in IT rationalization, with increased efficiency on adopting the industry best practices;

The same solution enforces rules and allows for supervision capabilities that ensure Transcom's ability to track, process, solve and record all customer relationship issues for its clients within agreed SLA's. The Altitude solution enables Transcom to provide a local language presence in multiple European countries as it takes advantage from its different service centres locations and capabilities, providing native speaking representatives for all interactions, even as it allocates some types of interactions to low-cost, low specialization locations. This can be done with all types of media.

A key competitive advantage is the openness and flexibility of Altitude's platform that allows Transcom to develop and deploy new business rules and campaigns, and add new and updated technology as needed. Redundancy and back-up systems were also integrated in the solution providing Transcom with an additional level of protection. Should any event affect one facility, calls are re-routed to another, equally prepared location and resource.

Transcom standardized customer interaction applications, increased efficiency in adopting industry best practices, and achieved proven results in IT rationalization and in providing customers with a consistent standard of quality and excellence.

Transcom chose Altitude uCI 7, at the end of a very competitive selection process, as it was able to increase productivity by up to 300 per cent in key applications, improve service levels in pilot sites and as it was rapidly deployed (for example, predictive dialling was deployed in seven sites in just five weeks..). Altitude uCI 7 consistently delivered Transcom return on investment, while it improved operational effectiveness and lowered the total cost of ownership in its service centres.

Altitude Software also enabled substantial gains in terms of cost reduction and increased process efficiency by way of a workflow solution directed at Transcom's multimedia, multi-site, next-generation customer contact centres, which are now geared for effective outsourcing of client's key business processes.

On deploying Altitude Software, Transcom standardized customer interaction applications, increased efficiency on adopting industry best practices, and achieved proven results in IT rationalization and in providing customers with a consistent standard of quality and excellence. This standard is delivered in multiple countries and languages through one single point of contact managed by a single provider supported by integrated, unified solutions and platforms.

"The decision to deploy Altitude uCI 7 solutions reflects Transcom's commitment to have consistently high standards across our service centres, while enhancing the management of our customer offerings and improving the quality of our service"

"Through Altitude uCI 7 adoption, we have created opportunities for Transcom to streamline processes and dramatically increase productivity and service levels. Altitude uCI 7 is a great fit with our business needs", said Mr. Jon Fitch, Transcom's Chief Technology Officer. "Altitude uCI 7 gives service providers a real competitive advantage. The flexibility and openness of Altitude uCI 7 enabled us to customise and replicate solutions at a fast pace, creating innovative answers to business challenges".

"At Transcom, we are committed to continuously finding ways to add value for our customers. The decision to deploy Altitude uCI 7 solutions reflects Transcom's commitment to have consistently high standards across our service centres, while enhancing the management of our customer offerings and improving the quality of our service", commented Mr. Keith Russell, Transcom Worldwide's CEO.

Altitude Software has an outstanding record in supplying CRM service providers with specialised products and proven methodologies designed to drive a sound return on investment when deploying a customer interaction management solution.

### Project Profile

- Deploy the Altitude uCI 7 solution in all its locations, over three years;
- Extensive selection process, competing against industry major players, assisted by independent consultants, with several trials and "proof of concept" pilot projects;
- Enable the efficient and integrated use of multimedia communication channels (voice, email, chat, web, fax, mail and presential), IVR applications, predictive and power dialling solutions, call recording and workflow management solutions.
- A customised multimedia workflow solution that enforces rules and allows for supervision capabilities that ensure Transcom's ability to serve clients within agreed SLA's.

### Solution Description

- Altitude uCI 7
- Altitude Voice (Inbound and Outbound)
- Altitude Email
- Altitude IVR
- Altitude USupervisor
- Altitude Scripting
- Altitude Assisted Server 7.1
- Altitude uRouter
- Altitude UTL
- PABX Switches: Avaya S8300
- Applications: SQL Server; Microsoft Exchange Server
- Premier Support

### Contacts

#### Altitude Software

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