

## Global Call Center, a SPG Service division.



### A fast-growing Tunisian CRM outsourcing provider

SPG Service is a supplier of international outsourcing of inbound and outbound CRM services that specialises in serving the IT, retail and telecommunications industries. This Tunisian company recently created a division, Global Call Center, in order to strengthen its CRM outsourcing operations. SPG Service belongs to the SPG SA Group, a Microsoft certified support centre specialised in professional training and remote technical support. Its customers include prominent international companies such as Carrefour, Microsoft, Les 3 Suisses International and Aster Direct.

With a fast growth pace over the last two years, SPG Service is today firmly established as one of the leading contact centre outsourcing companies in Tunisia. The Tunis-based company implemented Altitude uCI in February 2003 so as to sustain its growth and reduce its operational costs. The Altitude-enabled automated contact center was up and running in 3 weeks.

### Selecting Altitude uCI

"After evaluating several contact centre software vendors, we selected Altitude uCI based on its unmatched ease of use and swift campaign deployment capabilities," said Sahbi Gargouri, Managing Director of SPG. "Altitude offers not only the best solution on the contact centre software market, but has demonstrated a strong commitment to ensure success for our fast-growing CRM outsourcing operations in Tunisia."

### The benefits

Altitude uCI today provides SPG Service's contact center with the following advantages :

- Increased productivity, specifically during outbound campaigns (telesales and appointment scheduling).



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Sahbi Gargouri  
Managing Director  
SPG Global Call Center

#### Client Information

- Fastest growing CRM outsourcing services company in Tunisia
- Leading technical assistance in Northern Africa
- Microsoft Gold Certified Partner for Support Services
- 70-agent Multimedia Contact Centre located in Tunis, Tunisia.

#### Business Benefits

- **Increased productivity**  
SPG Service increased the productivity of its outbound CRM campaigns by an outstanding 30 percent after just five days of using Altitude uCI
- **Enhanced technical support operations**  
With Altitude uCI, SPG Service is today able to efficiently route over 90% of their inbound support calls
- **Improved CRM outsourcing services**  
Altitude uCI's truly universal queue capability enables SPG Service to effectively and efficiently handle inbound and outbound interactions regardless of media

- Improved time-to-market of CRM outsourcing operations allowed by Altitude's flexible, easy-to-use scripting capability.
- Enhanced customer satisfaction, as callers are not only greeted personally, but their customer history is immediately available on screen for the agent.

### Focus on ROI

After just five days of using Altitude's Outbound Call Management solution, SPG Service were handling 30 percent more calls with the same number of agents during specific outbound telesales and appointment-scheduling campaigns. This solution is based on a software dialler that can provide all the benefits of outbound dialling with the flexibility to adapt quickly and easily to changing business needs. It provides all pacing modes (preview, power and predictive), as well as campaign and list management, real-time monitoring and reporting. Altitude's Outbound Call Management solution greatly reduced agents' idle time at SPG's contact centre, automating routine tasks such as dialling.

"What most impressed us about Altitude uCI was the possibility to dynamically modify front-office applications with Altitude's scripting, and the swift efficiency of the outbound call management tool," commented Sahbi Gargouri. Altitude's scripting is a powerful, yet easy-to-use language and integrated development environment (IDE).

Sahbi Gargouri added : "It was also important to us to handle all of our multichannel inbound and outbound interactions: Altitude uCI's truly universal queue capability successfully met our requirements in this respect." Thus, Altitude's inbound interaction management capabilities enable SPG Service to significantly improve their technical support operations by automatically routing and processing support calls. SPG Service provides technical assistance and a team of experienced IT consultants handle those specific campaigns. With Altitude uCI in place, the Tunis-based company is today able to efficiently route over 90% of their inbound support calls.

### Accompanying SPG's rapid growth

"We are excited to partner with a company with such an extensive experience and focus on Customer Interaction Management solutions," concluded Sahbi Gargouri. "Working with Altitude Software, the leading outsourcing technology specialist, is important to our growth in the Tunisian & European CRM outsourcing markets".

#### Altitude Solution's Advantages

- Software Solution**  
 An integrated suite of software applications that couple the power and reliability of communications technology with advances and innovation in software
- Suite Based but Modular Solution**  
 A component – based approach lets organizations expand the solution as they need, leveraging existing investments
- Competitive Advantage**  
 Ease of use and speed of implementation offer a lower total cost of ownership

#### Solution Description

- PABX : Avaya Definity
- DBMS : Oracle
- Server: MS Windows 2000
- Altitude uCI 6.2

#### Contacts

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