



# **Cisco Customer Seminar: *Contact Centers & the Customer of the Future***

Cisco Danmark 21.09.2010

# Agenda Customer Seminar

9.30 Welcome (room: Amalienborg) – Morten Skanner

9.35 Contact center trends in the market - Eric van Sommeren

10.00 Break - Grab some fruit when going to your breakout session

10.05 Breakout sessions:

=> Business track (this room/Amalienborg) - Erwin-Paul Bouma

=> Technical track (go to room: H.C.Andersen) - Eric van Sommeren

11.25 Break (go to room: Amalienborg)

11.30 Customer case

=> L'EASY Contact center – Kristian Saouma-Pedersen

11.50 Call to action – Morten Skanner

12.00 Lunch – Sandwiches in the lounge



# Breakout Sessions

## **Business Track** (this room/Amalienborg)

Death of the queue

New channels

Doing self-service well - mind the gap

Some customers are more equal than others

## **Technical Track** (go to room: H.C.Andersen)

Virtualising the Contact Center

Multichannel service including video

Self-service solutions

Using CTI to personalize service



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# **L'EASY – Ny kontakt center løsning**

21. September 2010 · Kristian Saouma-Pedersen

# L'EASY – Ny kontakt center løsning

- L'EASY
- Situationen før køb af ny løsning
- Kriterier for valg af leverandør
- Økonomi og indflydelse på bundlinie
- Kommende projekter
- Brugererfaringer



# Lidt historie...



1985 – grundlagt af Niels Thorborg – ejer fortsat virksomheden

1993 - Landsdækkende TV-reklamer

1995 - Produktsortimentet udvides med TV/video

"Peter" fødes

Vi får vores 8x8 telefonnummer

1998 – L'EASY starter i Sverige

2001 – L'EASY starter i Norge

2003 – L'EASY bliver også et teleselskab

2005 – L'EASY køber D:E:R

2006 – L'EASY køber Thorn-selskaberne i Norge og Sverige

2008 – L'EASY køber halvdelen af wupti.com

I dag

L'EASY koncernen omsætter for mere end 1 mia. DKK og har ca. 500 ansatte.

# L'EASY Koncept

- Direct to Consumer – uden butikker
- Udlejning og afbetaling, salg pr. telefon og internet
- Eget Callcenter
- Åbent alle ugens dage mellem 8 og 22
- Egen distribution og service

# Situationen før køb af ny løsning

- Strategi om 2010 mennesker i 2010 – vækst
- Havde et gammel Nortel Meridian anlæg hvor vi skulle investere for at kunne få flere bruger på
- Vi havde fysiske anlæg i DK/NO/SE/NL
  - Hostet i NO
- Vores rapportering lå uden for anlægget, da ingen kunne huske hvordan vi skulle trække data
- Ingen sikring mod nedbrud

# Kriterier for valg af leverandør

- Outbound maskine (Bertha)
  - Struktureret opfølgning på kunder mhp. betalingsaftale
  - Opfølgning på salgsleads (DER og L'EASY)
  - Service "listekald" er blevet automatiseret – der kaldes op indtil der opnås kontakt – også ved Call Back
  - Personalet kan klare flere opgaver (miks af inbound og outbound)
- Integration til Axapta
  - Mulighed for at forbedre kundeservice og behandlingstid vha. visning af kundedata
  - Integration til Outbound funktion mhp. kost reduktion
- Rapporter
  - Bedre medarbejder performance og overblik for supervisor
  - Bedre historisk rapportering
- En system integrator der kunne løfte opgaven

# Økonomi og indflydelse på bundlinie

- Debitor:
  - Outbound ca. 700.000 kr. =>2.58 mand
- Salg – Service:
  - Outbound/Axapta opslag 580.000 kr. => 2, 38 mand
- It:
  - Vedligeholdelse af gammel system ca. (NO) 384.000 kr.
  - Besparelse pr år I alt. ca. 1.700.000 kr.
  - Drift pr. år 400.000 kr.
- Investering
  - Ca. 4.mill kr.
- Den øget omsætning, bedre tilgængelighed er ikke medregnet.
- De reelle mandskabsbesparelser er mindst dobbelt så store

# Kommende projekter

- Workforce management
  - Nemmere og bedre arbejdstids styring af medarbejder
  - Forecast af bemanning
  
- Chat med kunder på hjemmesiden
  - Indarbejde chat som et skillsæt på linie med Outbound/Indbound

# Brugererfaringer

- Hvad siger medarbejderne?
  - Bertha – hvorfor? Robot fra DR børnetime der producerede alt mellem himmel og jord
  - Mand eller kvinde?
  - Sangen på Intranettet
- Hvad siger lederne
  - Tilvænning til alle mulighederne – det tager tid
- Hvad siger ledelsen
  - Succes – mere effekt?

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Call to Action

# Call to Action

- Work with your favorite Cisco UC&Collaboration Partner
- Get support from your Cisco Account Team
- Consider Cisco Capital Financing
- Consider Cisco Advanced Services
- Benefit from ongoing Cisco Promotions
  - Cisco Collaboration Breakaway Program for Migration and Upgrade of your installed base (IPT and Contact Center)
  - Cisco Unified Contact Center Express Promotion

# Cisco Collaboration Breakaway Promotion

Effective August 9, 2010—July 30, 2011\*

A complete program designed to enable Cisco and partners to migrate new and existing customers to Cisco Collaboration, routing, and switching solutions from older TDM-based PBX systems

Product Discounts

Services Discounts

Cisco Capital Financing

# Cisco Unified Contact Center Express Promotion

Extended through February 28, 2011

The Cisco Unified Contact Center Express with Cisco Unified Communications Manager and Unified Communications Manager Express promotional offers

This promotion provide:

- 5 free seats of Cisco Unified Contact Center Express Enhanced with each new Cisco Unified Communications Manager shipped
- or
- 2 free seats of Enhanced for each Cisco Unified Communications Manager Express shipped

# AS - Services Development to Customers/Partners

Project governance and management

Discovery Review

Business management transformation requirements and assessment

Technology strategy development

Network readiness assessment

Operation support review

Solution requirements validation

Detail design development

Business Management Transformation design development

Application Design development

Intelligent Suite Reporting package design development

Intelligent Suite Reporting package with archiver design development

Email Interaction Manager design

Web Interaction Manager Design

# AS - Services Development to Customers/Partners

Migration plan development

Systems and solution test plan development

Performance assurance testplan development

System implementation / migration and testplan acceptance

bulk provisioning and migration

Go Live

Business Management Post Deployment Support Service

Technology Assessment/Audit

Demonstration at the Cisco Interaction Center

Proof of Concept at the Cisco Interaction Center

Solution validation at the Cisco Interaction Center

Third party solution validation at the Cisco Interaction Center

Primary Consultancy

Knowledge Transfer



Please fill in your evaluation schemes before you leave  
- and last but not least:

**Thank you for your participation in this  
Cisco Contact Center Seminar!**

Enjoy your lunch in the lounge and have a safe trip back home!

# Customer Collaboration

