

Multi-Site Networking and Integration of Contact Center



Under 100 Ext.



Healthcare



iPECS eMG80



Naturleader



About the client

Naturleader is a young and innovative company in the market of natural food and supplements.

They sell their products through the internet and receive many calls from customers with queries from all over Spain.

They have 2 distribution centers. Madrid and Sesena, employing about 25 workers.

www.naturlider.com

Summary

Naturleader, which has two regional distribution centers, had a challenge to replace an older communication system with a new IP system with high flexibility. Also, they need to maximize reuse of existing IT resources such as contact center application and IP terminals in order to reduce CAPEX. After installing iPECS eMG80, Naturleader can experience the finest communications and improved customer service.

Challenge

Naturleader needed a new communications system to improve communications between two work centers with the following characteristics:

- Change traditional lines to SIP trunks
- Powerful queue management system for calls and messages, software based 3rd party contact center application
- Simple calling between independent locations with call transfer
- Recording customer calls for further study
- Possibility to reuse most of the existing terminals
- Have a powerful and cost-effective system

Products

System

- iPECS eMG80

Terminal

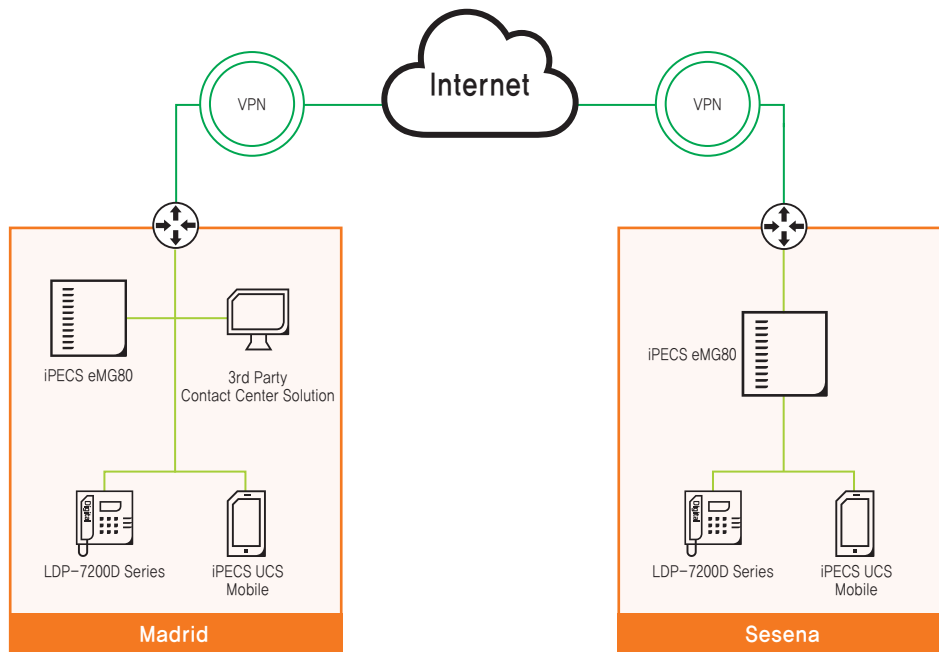
- iPECS LDP-7200D Series

Application

- iPECS UCS Mobile Client
- TAPI integraion with 3rd party contact center application



Integration of Contact Center with Reliability



Solution

The reason why Naturleader chose the Ericsson-LG Enterprise solution is the excellent compatibility of the iPECS products. The main point of this project was a connection of PBXs under the VoIP operator, Avanttel. iPECS eMG80 showed excellent compatibility with Avanttel. As it supports powerful TAPI, it was much easier to integrate into the network.

In addition, we linked existing IT resources such as IP phones and it realized a protection of IT investment. In the case of the contact center software, we centralized in Madrid and made the connection to systems at both locations. Through the centralization of the contact center, OPEX is greatly decreased as they can share contact center services and transfer calls freely between two locations.

Benefits

- Reliable and robust communication system
- Lower communication cost between offices
- Improved customer service quality
- Increased customer satisfaction