Company Profile

Founded in 2004, Liquid Telecom is the leading independent data, voice and IP provider in eastern, central and southern Africa. It supplies fibre optic, satellite and international carrier services to Africa's largest mobile network operators, ISPs and businesses of all sizes. It also provides payment solutions to financial institutions and retailers, as well as award winning data storage and communication solutions to businesses across Africa and beyond.

Business Situation

Liquid Telecom were using open source free PBX for handling incoming and outgoing calls. They were unable to track how long are your customers waiting on hold to speak with an agent, how many times they were being transferred and how many customers were hanging up before they ever reached an agent.

Liquid Telecom approached Technobrain to offer a solution that manages expectations, garnering efficiency, and minimizing the costs incurred. The solution would organize, automate, and synchronize business processes leading to proper management of customer interactions; this in turn would help building relationships with customers and spurt business growth.

Customer
Liquid Telecom is the leading independent data, voice and IP provider in eastern, central and southern Africa.

Industry
Private (Telecom)

Business Situation
Open source free PBX was used which served the purpose but did not give features in contact centre which was the market standards.

Solution
Techno Brain BPO / T4T implemented a solution that organizes, automates, and synchronizes business processes leading to proper management of customer interactions

Benefits

- Customized contact centre solution
- Extensive feature for inbound and outbound calls
- Robust reporting and QA structure
- Business continuity plan during technical downtime

Solution

LIQUID TELECOM is now using Ameyo Center solution to provide premier customer services to its corporate and retail customers. The Ameyo call center solution at LIQUID TELECOM started with a setup comprised of the following; a screen popup application displays customer profile with all relevant information to the call handling agent. A Soft Phone telephone software was installed on each agent workstation to receive and make calls, voice recording solution. Comprehensive reporting package to provide detailed and summarized reports on all aspects of the call center and IVR facility with the capacity to serve all incoming trunk lines. Also all live agent calls are routed to the contact center, where call center agents are equipped to handle all queries.

Benefits

- Customer Delight with more interactive features

- A call center service that is always available, even when it is being physically moved to a new location

- Customers can access a wide range of information about account, products and services on 24 hour basis; IVR facility for all incoming trunks ensures that all simultaneous callers get the IVR option

- Call distribution and routing rules helps in identification of subscriber, assigning priorities, skill selection and call routing. This resulted in faster processing of calls, as a result of which caller wait time in the queue was reduced.

- Voice recorder provides quality assurance and measurement, conflict resolution, call tracking, training and coaching of agents

- 24/7 operations, with instant resolution to the customers complaints, etc

- Instant customer feedback on the services

- Soft Phone provides all telephone functions on-screen, eliminating the need to operate a separate telephone set. This helped the agent become more efficient, productive and it minimized unnecessary physical movement required to operate phone set and keyboard

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