



“SAP Business Communications Management offered robust customer service functionality and a high degree of flexibility.”

Kristian Rothoff, President, KalixTele24 AB

AT A GLANCE

Company

- Name: KalixTele24 AB
- Location: Kalix, Sweden
- Industry: Service provider
- Products and services: Call-center services
- Employees: 300+
- Web site: www.kalixtele24.se

Challenges and Opportunities

- Lack of support for expansion and growth
- Effective management of 20,000+ calls coming in daily from around 4,000 customers

Objectives

- Introduce an IP-based call-center system to streamline operations
- Improve customer satisfaction
- Accommodate aggressive growth strategy

SAP® Solution and Services

SAP® Business Communications Management software

Implementation Highlight

Introduction of call-center system throughout 6 locations in 3 countries for 130 employees

Why SAP

- High degree of flexibility
- Scalable for growth
- Robust customer service functionality
- Easy integration with non-SAP software

Benefits

- More efficient operations
- 50% reduction in costs
- System reliability
- Greater customer satisfaction, thanks to intelligent routing

Existing Environment

Non-SAP software

KalixTele24

Leading Contact Center Service Provider Paves the Way for Further Expansion with SAP® Business Communications Management

KalixTele24 AB, the leading Nordic contact center service provider, was facing some challenges: its old telephone system was inefficient and hampering company plans. With offices in six different regions in three countries – and an eye on expanding its operations – the company needed to find a better way of managing the more than 20,000 calls coming in daily from some 4,000 customers. Peter Sundgren, KalixTele24’s head of IT, comments, “We handle about seven million calls each year, and it had gotten to the point where our old technology was beginning to create problems. Plus, it was too expensive to keep making modifications.” The company solved its problem by switching to an IP-based call-center model – using SAP® Business Communications Management software – and slashed its costs 50% while improving customer service.

Prior to the SAP installation, the Kalix, Sweden–headquartered company was using separate telephony systems at four different locations. Tasks such as allocating personnel, managing employee time slots, and invoicing had to be done individually at each location. These challenges only made it more difficult to ensure rapid customer response and call times.

Meeting Challenges Head-On with an IP-Based Solution

By replacing its traditional telephony system with the new solution, KalixTele24 could now effectively manage the massive number of calls coming into its contact center. The company chose the SAP software to run its IP-based contact center for several reasons. First, it enables unified queuing of all calls, e-mails,

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Kristian Rothoff, President, KalixTele24 AB

and cell-phone text messages via a single interface and easily integrates with KalixTele24’s customer care and billing systems. “We wanted to streamline and improve our operations by consolidating our systems,” says Sundgren.

Second, the software is scalable, which means it can be expanded as the company grows – even outside national borders – without requiring additional technology investments. “We can introduce new call-center locations and implement new services and capabilities quickly and easily,” says Kristian Rothoff, president of KalixTele24. Also, the software is nonproprietary, allowing the company the option of using other vendors’ applications.

Flexibility was another major issue, since many call-center employees either travel extensively or work from home. With the new system, users can do their jobs from any Internet-connected computer around the world or with any standard telephone or mobile device – using their own extension.

Finally, SAP was able to provide a fixed price for the entire investment. And, its offering was the most accommodating in terms of licensing; KalixTele24 could purchase whatever functionality it currently needed, with the option of licensing more later on.

“The SAP software was the clear winner,” says Sundgren.

The new call-center system is now used throughout six locations in three countries by 130 KalixTele24 contact center employees. That number will soon expand by 50 additional users.

100% Reliability – Many Benefits

Using the SAP software, KalixTele24 was able to cut its costs by 50% through more efficient utilization of resources. At the same time, it improved customer service, thanks to intelligent routing that ensures customers will reach those people who can best address their needs.

With a software-based solution in place, KalixTele24 can also keep maintenance costs at a minimum, due to optimum reliability. (Even after a year of usage, the system was still operating at 100% reliability.)

KalixTele24 will continue to expand its operations. Its aim is to double headcount within the next few years. By updating its entire enterprise telephony network to an all-IP system, KalixTele24 feels confident it can achieve its goals.