



SUCCESS STORY

Major savings due to less administration and greater control



ProOpti has many clients in the financial sector, including banks and insurance companies. A common denominator in both types of company is that they are strictly governed by the supervisory, regulatory and licensing activities of Finansinspektionen (FI), Sweden's Financial Supervisory Authority. Consequently, more than many other enterprises, these companies have high demands on keeping their operations transparent and in good order. This is one example of how a current client of ProOpti has benefited from the Technology Optimization Management solution, Pro, to gain control of its activities.



The client we are talking about has been using Pro for more than 20 years, has a Swedish background, several hundred branches nationwide and operations in over 20 European countries. Before implementing Pro, they found it hard to follow up on response quality with their customers and, with more than 14,000 fixed extensions, they had an incredibly costly bulk of administration that also gave rise to sources of error.

Today, there is a tremendous difference. With regard to response quality, the client receives a customized report via Pro, which analyzes how many calls are handled by their IVR (pushbutton-controlled) service. They also receive details of how many customers get to speak to the right person, and which customers are referred to voicemail, if any. Pro also keeps recording equipment and costs in order. In addition to center statistics, ProOpti's client also uses Pro to monitor statistics relating to telephonists, such as workload and queuing times. Recurring capacity measurements verify that the systems are correctly dimensioned to handle the

company's call volumes. All to improve the customer experience and the working environment for employees.

Increased cost consciousness among cost managers and users alike

The heavy-duty administration of handling bills and cost items for more than 14,000 extensions has also been dramatically reduced, as Pro automatically distributes costs and dispatches reports to cost managers and users.

“One of the greatest gains from these reports is the heightened cost consciousness among the people responsible for costs,” says the customer's Global Infrastructure and Development Manager.

“They can clearly see whether a particular extension is being paid for unnecessarily and not being used, and when somebody leaves the company their account is automatically terminated. It genuinely feels like things are under control now.”



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Improved potential for analysis and follow-up has enhanced the customer experience

Pro retrieves information from many different systems, including several switchboards, referral systems and their internal IT ordering system. Now, if a user orders a phone in the IT ordering system, Pro captures it automatically. A lot of other control information is also output; for instance, it is clear if devices have not been returned or subscriptions have not been cancelled, and this has led to a reduction in unnecessary costs. Pro also provides information to other internal systems about billing data.

“The great thing about Pro is that you really can measure and do EVERYTHING with the system,” says the client’s Global Infrastructure and Development Manager. “We are constantly coming across new areas of use, such as integration with different BI tools. Because we now have far better opportunities for follow-up and analysis, this has ultimately led to a vastly improved experience for our customers, which is tremendously important to us.”

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Since our client has been using Pro for more than 20 years, it is hard to find comparison statistics; the company has very much ‘grown up with’ the solution. However, we are talking about several million Swedish kronor over the years in reduced administration and better control over all the extensions and costs.

“I’m very proud to have had this client for over 20 years. They have been with us and influenced the development of our solution, and we appreciate the challenge of living up to their expectations,” says Kjell Persovin, CEO of ProOpti.

“As well as now having complete order and control thanks to Pro, we’re also delighted with ProOpti as a supplier. They listen to our needs, develop new functions whenever necessary, deliver as promised, and above all, they offer excellent support. All in all, they meet all our needs,” concludes the client’s Global Infrastructure and Development Manager.



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