



We record & analyze communications

CASE STUDY - BSH Home Appliances



B/S/H/

BSH Implemented ASC's Call Recording and Quality Monitoring Solutions

BSH Home Appliances Ltd.

BSH Home Appliances, Ltd., is the British subsidiary of the BSH Bosch and Siemens Group, one of the world's leading manufacturers of home appliances, and number one in Western Europe. In 2008, its annual sales exceeded eight billion Euros.

ASC telecom AG

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal vital information, enabling companies and organizations to considerably improve their value creation. Contact centers enhance customer service, efficiently deploy staff and increase productivity.

BSH Home Appliances, Ltd., is responsible for all sales and marketing activities in the United Kingdom and the Republic of Ireland. BSH has one call center in Kettering and a second one in Milton Keynes.

BSH implemented ASC's call recording and quality monitoring solutions for its main contact center and experienced almost immediate benefits to its customer operation. Agents were ranked top in their sector for helpfulness and politeness in an independent assessment, and company executives praised the new system for its effectiveness and ease of use.

Agent screens also had to be recorded to evaluate how they were using the company IT systems to evaluate engineers visits and order spare parts replacements. Compatibility with both Windows XP and Windows Vista operating systems was also required.

It was important for BSH to be able to differentiate among call types in order to improve evaluations and training. The system had to be able to label the calls to show whether they were sales or service calls and also to highlight their geographic origins.

The Solution: **EVOip** and **INSPIRATIONpro**

ASC provided an integrated solution comprised of **EVOip** recording software with **INSPIRATIONpro** quality monitoring and CTI to capture call data. An ADI application was also included to capture the agent's Windows login ID.

EVOip records all agent calls, and the screen recording module of **INSPIRATIONpro** captures all screen activity.

All voice, screen and CTI data is stored on Network Attached Storage (NAS).

INSPIRATIONpro was installed for quality monitoring. A special training module encouraged agents to review supervisor evaluations and provide their own feedback.



The Partnership: ASC and ANT Telecom

ANT Telecom Limited supplies and maintain the contact center and telephony infrastructure for BSH. ANT is an Avaya Silver Partner and therefore has the skills to assist with the implementation of a fully integrated solution. ASC and ANT have worked on many projects together, with ASC providing the recording and quality monitoring solutions and ANT delivering the Avaya know-how.

The Challenge: Quality Monitoring Integrated with a Detailed Spare Parts Replacement System

BSH needed a call recording and quality monitoring solution, primarily for training its agents and also for complaint investigation. A centralized system, integrated with the company's Avaya contact center, was sought initially for 88 agents at the Kettering call center, and later for recording additional agents at the company headquarters in Milton Keynes.



Licenses were ordered to allow nine simultaneous evaluations of voice and screen recordings.

Sandy V. Sundarajan, IT Manager of BSH, said, "The implementation of ASC recording and quality monitoring software has been extremely successful. ASC and ANT Telecom engineers worked closely with our in-house IT support engineers to deliver a complex solution."

"Our team leaders have been very positive about how user-friendly they have found INSPIRATION-pro software and the quality of training delivered by ASC. BSH was able to benefit from ASC's system even in the first few weeks of use. We identified specific areas for improvement through one-on-one coaching with our customer service advisors."

Colin Embling
Call Center Operations Manager for BSH



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The Benefits:

BSH was already delivering a high level of service to its customers, regularly coming in first in independent surveys.

However, after just a few weeks using INSPIRATION_{pro} BSH noticed several opportunities to enhance its customer service level further.

INSPIRATION_{pro} let BSH quickly build its own templates for evaluating different call types handled by its agents. The supervisors praised the solution for its effectiveness and user-friendly operation.

The module for agent feedback in the quality monitoring solution encouraged their engagement in the process.

The new goal is to use the system to reduce call times and improve "call to book" ratio, while maintaining a high level of customer service.

Colin Embling, Call Center Operations Manager for BSH, said: "Our team leaders have been very positive about how user-friendly they have found INSPIRATION_{pro} software and the quality of training delivered by ASC. BSH was able to benefit from ASC's system even in the first few weeks of use. We identified specific areas for improvement through one-on-one coaching with our customer service advisors. The system exceeded expectations because it delivered all of the promised functionality; the implementation went even better than expected; and the solution has proven easy to use."

BSH now plans to include the Quality Score in its call center bonus plan.

BSH already takes part in a mystery call assessment where it regularly comes in first in its sector for helpfulness and politeness. The ASC solution will be used to continue delivering this service while increasing effectiveness at the same time.



Improved Key Performance Indicators (KPIs) by using ASC software

- Reduced call time
- Improved quality of service
- Reduced call-to-book ratio

Highlights: ASC Recording and Quality Monitoring Solutions

- Multi-site or branch recording on one server with central control
- Easy deployment, configuration and operation
- Dynamic recording mode for scaleable operation
- Comprehensive call indexing for fast and efficient searching
- Agent feedback module to review supervisor evaluations
- Bookmarking and embedding of comments in recorded calls
- Capture of all forms of communication including screen activities
- Compatibility with company infrastructure, major PBX vendors

ASC Distributor: ANT Telecom

ANT Telecom is a systems integrator specializing in the design, implementation and maintenance of communications systems for mid-to-large businesses. For over 20 years, it has helped companies to reduce cost and increase productivity through successful implementation of integrated communication systems.

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Sandy V. Sundarajan
IT Manager at BSH



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