



By utilising Diabolocom's customer interaction management solution, Cordon Electronics, the European leader in maintenance and repair service for telecommunication devices, responds to the requirements of the major mobile operators.

KEY FIGURES

- **2,450** employees
- **10** industrial locations in France
- **8** international subsidiaries
- **13.4 million** products handled in 2016
- **70 advisors**
- **40,000** contacts a month

CHANNEL



CHALLENGES

- Multi-location management
- Increase service quality
- Increase advisor productivity
- Increase reachability rate

Cordon Electronics pilots its call centres down to the minute with Diabolocom

CASE STUDY



The company created in 1989 by Serge Cordon is today number one in telecommunication device maintenance in France, and is in the top five European companies in the sector. As such, Cordon Electronics' customers include the majority of the major mobile operators. They rely on the group's industrial capabilities in terms of logistics, after-sales service and repairs to solve the problems their subscribers encounter when using their electronic equipment.

3 centres dedicated to Customer Relations

Customer relations and customer services are the pillars of Cordon Electronics' business. In 2010, to meet the response and service quality criteria of the major mobile operators, the company chose the Diabolocom incoming and outgoing call management solution. This is installed across three call centre platforms today:

- The **centre in Dinan** handles the back-office and administrative part of requests;

- The **centre in Bordeaux** does the remote troubleshooting and user assistance for mobile customers;

- The **centre in Bucharest** (Romania) handles the products in eight languages and provides level one telephone support for common problems.

80% Incoming Calls

Incoming calls represent 80% of the activity, with a high proportion of second-level calls, transferred by the teams that provide the level one service, in-house at the operators.

The remaining 20% of the centres' activity are outgoing calls, generated by the Diabolocom predictive calls motor solution. This operates on two levels: customer satisfaction surveys are carried out for the operators, and automatic recall is provided to any customers for whom the product sent in for repair has not revealed any breakdown or fault.

90% of calls picked up

95% rate of service
within 30 seconds

70% reachability rate of advisors
on outgoing calls

"THE FIRST VOCATION OF OUR CENTRES IS TO RECEIVE THE REQUESTS AND CALLS FROM FINAL CUSTOMERS. DIABOLOCOM IS CLONED AT ALL OUR LOCATIONS AND IN ALL LANGUAGES. IT IS THEREFORE A VITAL TOOL FOR US, AS MUCH FOR THE OPERATIONAL MANAGEMENT OF CALLS AS FOR SUPERVISING AND PILOTING THE ACTIVITY IN OUR CALL CENTRES".

A Full, Real-Time View of Activity

"THE DIABOLOCOM SOLUTION IS VERY EASY TO USE FOR OUR ADVISORS WHICH EXACTLY MEETS CORDON ELECTRONICS' OPERATIONAL EXPECTATIONS", says Peggy Hennebois, Customer Relations Manager at Cordon Electronics. With this solution she is able to supervise the three call centres' activity in real time.

"I NEED TO HAVE AN OVERALL VIEW. IN DIABOLOCOM, MY SUPERVISOR STATUS ALLOWS ME TO KNOW WHICH TELEPHONE ADVISOR IS OR IS NOT ON A CALL AT ANY TIME, WHEREVER THE SITE IS. FROM MY PC, I CAN PUT SOMEONE BACK ON A CALL IF I SEE HE HAS BEEN IDLE FOR A LITTLE WHILE"

"THE EVER-PRESENT CHALLENGE FOR ALL CALL CENTRES IS FINDING THE RIGHT BALANCE BETWEEN THREE ELEMENTS: STAFF NUMBERS, CALL VOLUMES AND SERVICE QUALITY STANDARDS." Peggy Hennebois reminds us. *"OUR CLIENTS SET DEMANDING OBJECTIVES FOR US THAT IT IS ESSENTIAL WE MEET, WHILST MAKING SURE WE ARE NOT OVERPROVIDING ON QUALITY BECAUSE IT HAS A PRICE".* Thanks to this continuous supervision, Cordon Electronics is able to optimise its advisors' working time and therefore meet operator requirements over time, both in terms of profitability and service quality.

"DIABOLOCOM ALLOWS ME TO GUIDE THE TELEPHONE ADVISORS' PRODUCTIVITY PRACTICALLY MINUTE-BY-MINUTE. WE CONSIDER THAT AN ADVISOR SHOULD BE ON A CALL 90% OF THE TIME. IT'S A VERY HIGH AND DEMANDING RATIO, WHICH CAN ONLY BE MAINTAINED IF WORKING CONDITIONS ARE GOOD AND MANAGEMENT DEMONSTRATE FLEXIBILITY.

Service Quality Under Close Scrutiny

Cordon Electronics customers expect it to adhere to the following standards of service quality:

- answer more than 90% of calls;
- answer 80% of calls in under 60 seconds;
- remotely troubleshoot at least 15% of customers (which avoids the same proportion of phones being exchanged);
- have a reachability rate of 70% for outgoing calls.

*"WE MEET THESE OBJECTIVES AND OUR **SERVICE RATE** WITHIN 30 SECONDS IS ACTUALLY **95%**. WE DO THIS THANKS TO VERY PROFESSIONAL TEAMS, A FAMILY BUSINESS CULTURE AND TECHNICAL PARTNERS LIKE DIABOLOCOM THAT ARE ABLE TO REACT VERY QUICKLY, WHETHER IT IS TO PROVIDE A LOCAL NUMBER IN GERMANY, INCREASE CAPACITY OVERNIGHT OR MODIFY CERTAIN FEATURES".*



Peggy Hennebois
Customer Relations Manager, Cordon Electronics

