

Case Study

Quality management productivity increased by 20% in one year with ZOOM!



Ростелеком
Больше возможностей

The Customer:

Name	Rostelecom
Industry	Telecommunications
Best known for	One of the largest telecommunications operators in Russia and Europe. The group operates in all segments of the telecommunications market, providing service to more than 34 million households. Rostelecom is the undisputed leader of the broadband and pay-TV markets in Russia, with over 10.6 million fixed-line broadband subscribers and over 7.5 million pay-TV subscribers.
Location	Ekaterinburg, Russia (Rostelecom Ural Division)
Contact center roles	<ul style="list-style-type: none">• Technical support for fixed-line phone and Internet customers• Directory inquiries• Mobile operator support
Contact center platform	Cisco UCCE
Number of agents	1500
Year	2012

Description

The quality management (QM) department did not meet Rostelecom's monthly call monitoring target. Rostelecom was considering hiring more quality monitors –a recurring expense.

Customer Quote

We are very satisfied that we managed to increase the productivity of the QM managers by 20%. [ZOOM] helped us...save money on the operations costs and [we could] use [the funds] for the further development of our contact centre.

Igor Buranov
Head of Distant Services Department,
MRF Ural, Rostelecom

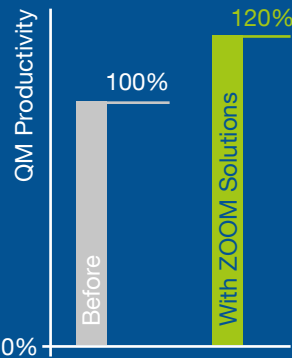
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The Challenge:

Target

To monitor and evaluate the calls according to Rostelecom's standards while the volume of calls was constantly increasing.

The Results:



Primary Results

After using ZOOM QM Suite for one year, QM productivity increased by 20%. This allowed the company to avoid increasing the headcount while improving quality control. By using ScreenREC, the QM department can not only evaluate agent calls, but also agent actions in the computer system.

ZOOM Solution:

Analysis

The contact center required a flexible call and screen recording solution to record and store calls for further analysis.

Recommendation

We recommended a ZOOM solution for call and screen recording that is ready for integration with advanced quality management applications, such as ZOOM ScoreCARD.

Deployed solution

CallREC, ScreenREC, and Cisco Unified Contact Center Enterprise (UCCE) integration for an 800 seat call centre.



ZOOM CallREC:

PCI-DSS compliant multichannel interaction recording solution for contact centers and unified communications environments. Scales from on-demand usage in small business up to large, distributed contact center architectures. Fully supports hosted and multi-tenant environments.

More about ZOOM CallREC: www.zoomint.com/cisco-call-recording

ZOOM ScreenREC:

PCI-DSS compliant multichannel interaction recording solution for contact centers and unified communications environments. Scales from on-demand usage in small business up to large, distributed contact center architectures. Fully supports hosted and multi-tenant environments.

More about ZOOM ScreenREC: www.zoomint.com/products/screen-recording