ZOOM International

IP Solutions, pure and simple

Case study

Customer:
ČSA (Czech Airlines)

Industry:
Airline, transportation

Solutions:
ZOOM CallREC®
IP call recording
ZOOM ScreenREC
agent computer screen recording
ZOOM ScoreCARD
quality evaluation management

Business need:
Mandatory transaction evidence recording,
Contact Center Quality Management

Region:
Europe, Near East and North America

Locations:
Prague, Czech Republic

Number of Agents:
100

'CallREC helps us run the Call Center better. It continues to grow in functionality, meeting our needs as we've grown.'

Lenka Bartizalová,
Executive Director,
Czech Airlines Services.

Czech Airlines, a member of Sky Team, uses multimedia recording and quality management solutions to support the quality of offered services by their Contact Center.

Czech Airlines

Czech Airlines, the flagship airline carrier of the Czech Republic, provides air connections from the Czech capital, Prague, to most European cities, transit points in North America, and destinations in the Middle East, Central Asia and North Africa.

Goals

In 2007, Czech Airlines upgraded its Prague Contact Center. With more than a hundred agents taking over 850,000 customer contacts a year in eight languages, Czech Airlines needed a reliable, multi-lingual platform for mandatory recording of calls and for managing the Contact Center. While upgrading their technology, Czech Airlines also wanted to improve their agent training and call resolution procedures.

Approach

ZOOM International was selected as the vendor of choice due to the full set of functionality that its CallREC, ScreenREC, and ScoreCARD solutions offered as well as ease of implementation and exceptional support provided by ZOOM International staff. CallREC allows Czech Airlines to record all calls, monitor and record agent screens, and use ScoreCARD to evaluate and record Key Performance Indicators (KPI). CallREC with its low cost of operation, close Cisco integration, and web-based user interface, proved to be the right choice.

Outcome

'The Vice President of Czech Airlines came to us recently and asked to hear our five best and five worst agent calls. I was playing the calls from CallREC in moments, and showing him the agent screen recordings too. He was very impressed,' says Lenka Bartizalová, Executive Director of Czech Airlines Services, who runs the Prague Contact Center.

Czech Airlines Services allows its agents to listen to their own recordings. This helps them improve their communication skills, and to avoid errors. *'If an agent has missed some detail, like an email contact during the conversation, they can go back and verify the information by listening to their call. This means there are fewer data entry mistakes,'* says Jana Hofmannová, Czech Airlines Contact Center Specialist.

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Since flight pricing changes constantly, ScreenREC allows Czech Airlines Contact Center supervisors to confirm that the price agents see on their screens is the price given to customers.

Czech Airlines Services supervisors monitor calls as they occur, and use recorded calls and screens for agent training and evaluation. By playing back good and bad example calls, agents learn how to improve their skills. With ScoreCARD, agent KPIs are constantly tracked and used to calculate pay bonuses.

'CallREC helps us run the Call Center better,' says Lenka Bartizalová. *'It continues to grow in functionality, meeting our needs as we've grown.'*

According to a satisfaction survey conducted between October 2007 and March 2008, the clients of the SkyTeam Alliance of airlines considered Czech Airlines' services as being some of the best. Nearly 28,000 passengers rated the services of airlines from the SkyTeam Alliance. Of the ten airlines rated, Czech Airlines got the highest rating for the services of their Contact Center. *'We very much value this leading position. With the help of the modern technologies from Cisco and ZOOM International and in combination with highly qualified staff, we are able to respond quickly and efficiently to all of the requests with which our passengers approach us,'* said Kateřina Dlouhá, Director of the Czech Airlines Contact Center.

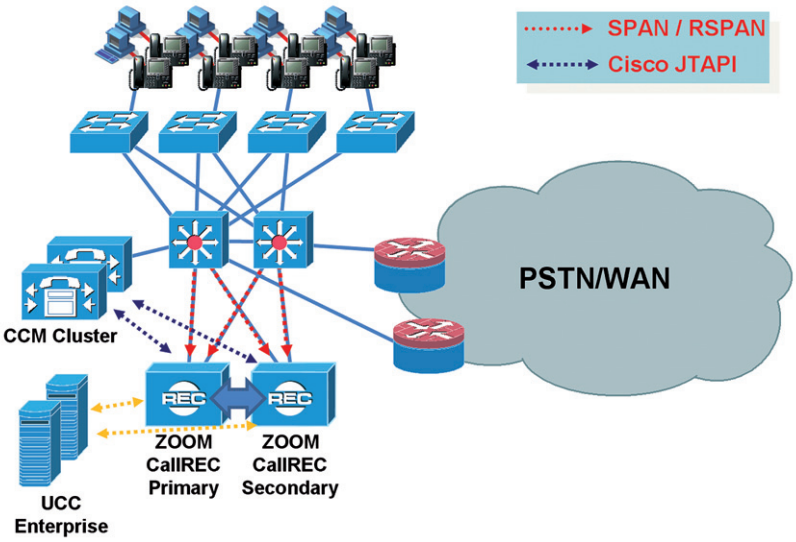
About Czech Airlines

Czech Airlines – In 2008 the Czech Airlines carried 5.6 million passengers. Since 2001, the Airline has been a member of SkyTeam, one of the leading global airline alliances. Czech Airlines currently offers connections to 134 destinations in 47 countries worldwide. In 2008, Czech Airlines ranked third in on-time flight performance, among the 27 member airlines of the Association of European Airlines (AEA).

For the last five years, Czech Airlines has been selected as the 'Best Airline Based in Central/Eastern Europe – 2004, 2005, 2006, 2007 and 2008'. This title is awarded annually by the Official Airline Guide (OAG) and is based on the votes of frequent business travelers.

Technical Solution Overview

CallREC is deployed as a fully redundant solution. There are two CallREC servers that provide independent recording and call monitoring while recorded media are mirrored between them so recordings are available in case of HW failure of one of the servers. All recorded calls provide customer and agent extension number, agent name, service identification, skill group identification and wrap-up data.



ZOOM International is a supplier of multimedia recording and contact center quality management solutions for a diverse client base including financial institutions, telecommunication providers and emergency services. ZOOM´s solutions are designed to capture communications, providing analytical data in combination with delivering critical business information to support the decision making processes of your organization.

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