

## Case Study

# O2O-EPOS

Achieving perfect interaction between inbound and outbound activities with Aspect® Unified IP®

### The Company

Founded in 2002, O2O-EPOS is a call and contact centre outsourcer that offers B2B and B2C services for both inbound (i.e. sales, customer care etc.) and outbound customer contact (i.e. up- and cross sales, customer acquisition, lead generation, scheduling of appointments etc.). O2O-EPOS' revenues are currently split approximately 15 percent inbound and 85 percent outbound. The company has grown rapidly and currently employs 220 staff at its two centres in Essen and Oberhausen in Germany. Demanding customers include companies and leaders in the field such as Vodafone D2, Deutsche Telekom Kundenservice, e-Plus and Base.

### The Challenge

O2O-EPOS is constantly challenged by its clients to address customers in a more targeted and personalised manner, as well as cater to new customer needs and demands, marketplace changes and new legislation. The company has been tasked with proactively managing customers using outbound and customer lifecycle management strategies, and with delivering solutions that provide greater choice and flexibility in order to retain customers' loyalty.

In 2009, O2O-EPOS set out to find a software solution that could provide enhanced and more innovative support of these aims. The software platform was required to reliably support, integrate and route multichannel contacts while offering comprehensive state-of-the-art dialling, call-back capabilities and call blending to ensure a smooth transition from inbound to outbound calling and vice versa.

The solution also needed to be able to route callbacks and returned emails to the specific account teams that initiated those contacts. "Outbound campaigns generate inbound contacts and inbound calls gather information for outbound," explained Georg Jansen, Managing Director at O2O-EPOS. "In order to be successful, both have to be managed professionally, that is why we act upon the maxim Inbound, Outbound, Successbound."

### The Solution

O2O-EPOS undertook an exhaustive evaluation process, considering several potential providers. "Although we were extremely satisfied with the Aspect dialler solution we had been using since 2003, we felt that we should consider all possibilities when it came to upgrading to a comprehensive, integrated contact centre solution," said Georg Jansen. "However, after listening to several vendors, it was Aspect again that convinced us. Thus, our vote for Aspect has been confirmed twice - by our own positive experiences over the past years and by our reference analysis."

The Aspect Unified IP unified contact centre platform provides a broad range of contact centre capabilities from inbound call distribution to virtual contact routing, i.e. across various international locations, voice portal, outbound dialler, Internet contact and quality management, which includes voice & screen recording and historic and real time reports.



### Solution

Aspect Unified IP with  
Advanced List Management

### Results

- Improved utilisation of agent capacities due to blending
- Good rebound closing ratios
- Consistent quality benchmarks across all channels
- Increased customer satisfaction, making contact via customer's preferred channel

"Aspect Unified IP fully meets our expectations. It is the solution that matches our work and our quality standards—right on."

**Georg Jansen**  
Managing Director  
O2O-EPOS  
[www.O2Oepos.de](http://www.O2Oepos.de)



## Results

"The use of soft blending to replace aggressive pacing and improve agent utilisation", says Georg Jansen is the formula for success.

Aspect® Unified IP® 6.6 delivers new workforce management opportunities which make it easy to cut down on proactive—or outbound—communications in favour of responding to customer calls—or inbound—depending on customer call-back patterns.

"We are seeing much improved closing rates for 'rebounded contacts', i.e. inbound contacts where customers are returning outbound calls," said Georg Jansen. "This has been helped considerably by the ability of the system to route customers through to the very teams that initiated those contacts."

"We recognise that service and sales performance are not mutually exclusive," adds Jansen. "Inbound contacts can help build customer profiles and support lead generation for focused and target-group specific campaigns. That is why we create agent skill-based teams rather than channel-based teams."

A major focus is placed on the customer and the dialogue, which could extend across multiple channels and multiple dialogue-sequences. Consequently, the quality criteria defined by O20-EPOS are applied to all sequences within this dialogue.

At O20-EPOS, quality assurance is about more than just silent monitoring, which is why Aspect's comprehensive approach to quality management was so appealing. "We are very customer-centric and dialogue-orientated and our definition of success and quality differs from outsourcers that are more focussed on the single call. Nonetheless, measurability is required and with Aspect we have a broad range of possibilities in this area, too."

With calls being defined as one possible sequence, follow-ups are set for 'customers' and not for 'calls'. Aspect Unified IP ensures that all contacts are immediately assigned correctly. The solution provides failsafe management of 'do-not-call' lists, on-the-fly list updates, 'best time to call' and 'best channel' for initial as well as for follow-up contact, i.e. the channel preferred by the customer.

Integration with the CRM solution and with inhouse processes ran smoothly. Aspect Unified IP provides consolidated reporting on all contacts which further helps to identify optimisation opportunities.

"Aspect Unified IP fully meets our expectations," Jansen concludes. "It is the solution that matches our work and our quality standards—right on."

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## About Aspect

Aspect is a leading provider of customer contact and Microsoft platform solutions. For more information, visit [www.aspect.com](http://www.aspect.com).

