

# One to One Contacts

Total customer contact management solutions



## The Company

One to One Contacts (OTO); a subsidiary of Samart Corporation Public Company Limited, provides management services to establish customer relationships and information systems. They offer both state-owned and private organizations, a variety of services brought forward by state-of-the-art technology and a “total customer management solutions with customized services” mind-set. They provide contact center outsourcing management; which translates to managing and operating a company’s call center completely. They also provide customer service representative outsource management if the customer wishes to operate their own call center.

OTO is currently considering new opportunities in Cambodia, Laos, Myanmar and Vietnam.

## Motivation for Change

For the last 13 years, OTO has remained committed to becoming the number one contact center solutions service provider, meeting the requirements of all customers with high-quality products and services that answer to every need from a wide range of service fields. The company continuously invents and develops innovations to increase services efficiency for all business types.

The company realized that system integration and outsourcing are two key areas that must be improved to reduce cost and improve efficiency. With these in mind, not only does OTO strive to provide the best contact center solutions within their customer’s budget, but optimizing their cost of investment are just as critical.

## Why Aspect

OTO has been a customer of Aspect Software for more than 10 years and is convinced by the quality of products and reliability shown to their customers. OTO selected Aspect® Unified IP® and Aspect’s browser-based application and IVR scripting design solutions to successfully support the centralization of OTO’s scattered processes:

- Help in streamlining of multiple contact centers
- Unite inbound and outbound while blending multiple channels of contact (voice, email, web and fax)
- Capture contact statistics for accurate and timely reporting
- Ensure a system meets a certain level of operational performance

**“OTO is constantly looking to take its contact center solutions to the next level. Through Aspect Unified IP, we are able to provide seamless multi-channel communication and interaction with customers including the dynamic social spaces. Our investments have also given us significant cost savings, as predictable and repeatable interactions can now be preempted.”**

**– Sukanya Vanichjakvong, Managing Director, One to One Contacts**

## The Results

Aspect® Unified IP® is helping the company improve customer satisfaction, boost productivity and reduce operational costs. This enables OTO to build its reputation as a leader in customer contact management solutions.

Specific benefits from Aspect Software's solutions to OTO's business include:

- Automating customer service management
- Reducing operating costs
- Simplifying customer communication with support team
- Decreasing workflow pressure on support team
- Handling customer issues promptly and swiftly

### **Improved Customer Experience**

- Aspect Software's solutions have generated a good return on investment for OTO. There was improved customer experience with a significantly reduced hold time through a more efficient and effective servicing team. Agent responsiveness has also improved with information reaching the customers quicker.

### **Improved Operational Efficiency**

- By leveraging the newly improved agent desktop, customer information is now consolidated with ease. Combining the native support of contact center functionality and integration with a simplified user interface, enhances efficiency by providing agents with a user-friendly system to work with.
- Aspect Software's solutions are well integrated and configurable for improved optimization and quality. The blending of inbound and outbound calling has drastically improved OTO's operational capabilities. These calls are now automatically routed to the first available agent to minimize hold time.
- OTO has reduced time and cost spent on installation, integration and troubleshooting as the need for third party hardware and software such as CTI and IVR. Now, they can deliver service to their clients within two months instead of four months while using the PBX platform.

### **Improved IT Efficiency**

- The integration across all contact center systems under one platform by Aspect Software reduces the diversity and complexity of the current IT infrastructures and applications.

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#### **About Aspect**

Aspect is on a mission to simplify and improve customer engagement. Our enterprise software is used by millions of agents every year and supports billions of consumer interactions around the world. Our best-of-breed contact center and workforce optimization applications help companies keep agents engaged while providing exceptional customer service experiences. Our flexible, highly scalable solutions for self-service and live interaction management and workforce optimization are available on-premises or in any hosted, private or public cloud environment. For more information, visit [www.aspect.com](http://www.aspect.com). Follow Aspect on Twitter at [@AspectSoftware](https://twitter.com/AspectSoftware). Read our blogs at <http://blogs.aspect.com>.

