



## CALL CENTER UNIFIED

Caja Laboral is part of the Mondragón Cooperative Corporation (MCC); itself structured three large Groups: Financial, Industrial and Distribution each of which operates autonomously withing the framework of a sole joint strategy. The Financial Group includes the Caja Laboral banking business and the activity associated with Lagun Aro, Social Assurance Institution.

### *Need*

Caja Laboral disposes of three attention services which operates with customers, offices and users. These services are operational and its generally welcomed but needed tools to facilitate growth, agility and tracking them. The aim of Caja Laboral, focused on providing these services for new tools to enhance further the services and streamline workflow in each of them.

### *Solution*

Tecnocom Contact Center, is address to those organizations which like to have a multichannell able to manage and federate relations and contacts with customers, suppliers and/or staff of the institution itself, as well as the flow of business processes associated with them, using all means of communication available to date: telephony, e-mail, fax, SMS messages and the Internet in real time.

The solution implemented at provides Fund Caja Laboral an unified focus for all three services.

The solution required some adaptations specific to the product Contact Center consisting of:

- ❖ The migration of the current application control incidents of CAU, built in the MS ACCESS to the new environment
- ❖ Adjustments screen-pop as the input: telephone banking, offices or CAU
- ❖ Develop a Server calls to the Terminal financially
- ❖ Implementation of calls to business transactions
- ❖ Adaptation of workflow processes for its interaction with Contact Center

#### SECTOR

Financial

#### SOLUTION

- ❖ Migration
- ❖ Adaptation
- ❖ Develop
- ❖ Implementation

#### BENEFITS

- ❖ Communication Channels unification
- ❖ Operational reduction costs
- ❖ Improvement of data analysis



**CAJA LABORAL**

**Case Study**

### ***Benefits***

This solution has provided care centres Caja Laboral multiple benefits, most notable:

- ❖ Unification of the communication channels that use both customers and users and offices
- ❖ Follow-up scrutiny of the actions and efforts of the entity in each group attention
- ❖ Reduced operating costs
- ❖ Process Automation resolution of incidents
- ❖ Unified administration of the three centers of attention
- ❖ Great ability to analyze information from data supplied by Contact Center
- ❖ Potential for growth in new-care centers or remote sites

**Tecnocom**