



## SUCCESS STORY

### Contacta - The Italian Call Center Giant



#### Contacta

Based in Torino, Italy, Contacta implements “Voice of the Customer” solutions for its clients through an outsourcing contact center with 1,500 agents. Its size and experience in marketing and the contact center industry represent a valuable benefit for financial institutions and related organizations. With more than 42 million Euros in annual revenue, Contacta won an award last year for best customer care BPO partner.

***“Our implementation for Contacta is especially powerful because large contact centers are otherwise faced with an unmanageable number of customer interactions.”***

Dr. Gerald Kromer  
CEO of ASC Technologies AG

#### Automated Evaluation of Every Agent Call

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Contacta is a contact center outsourcing and marketing agency with 1,500 agents in Torino, Italy. As a service provider, it relies on quality customer service to showcase its capabilities. Faced with an otherwise unmanageable number of agent interactions, an automated system was desperately needed for quality assurance so management could handle its interactions in a modern and efficient way.

Contacta is using ASC’s solutions for automated evaluation of every agent call. The solution helps to identify any gaps in agent knowledge or inefficient processes, and it evaluates if agents are upselling and cross-selling related products and services. This approach is specifically requested by some of Contacta’s end-customers, and ASC’s solution helps to document if it is being properly pursued in ongoing marketing campaigns.

We record & analyze communications



# Growing Number of Agents and Quality of Service

## Highlights

- 1 Automated analytics & evaluation of customer interactions
- 2 Selection of best-practice examples
- 3 Streamlining business processes
- 4 Determination of gaps in agent skills
- 5 Use of customized keywords to score calls
- 6 Automated categorization
- 7 Discerning the latest trends

***“Contacta needed a better and faster way to evaluate every call, and we did so through our innovative speech analytics solution.”***

Marco Mueller  
COO of ASC Technologies AG

## The Challenge

As a contact-center outsourcing organization, Contacta built its reputation on the delivery of high-quality customer service. With a growing number of agents, Contacta needed to get a handle on their performance and improve their skills to ensure survival in this highly competitive field.

With literally thousands of agents, Contacta needed an automated method to review their customer interactions and extract relevant information from unstructured data.

This information could transform their contact center into a gold mine by optimizing processes, evaluating marketing campaigns and discerning the latest trends.

## The Solution

Contacta's experience with contact centers played a major role in its thorough search for an organization best able to address its situation. ADABUS, ASC's partner in Italy, was indispensable in showcasing, winning and installing the solution.

ASC's solution was implemented enterprise-wide and all recorded calls were imported.

With ASC's solutions, every call is analyzed based on specific keywords selected by Contacta. By assigning a weight to each keyword, Contacta is able to automatically score and evaluate every call.

## The Benefits

Faced with an otherwise unmanageable number of customer interactions, Contacta immediately benefited from a better and faster way to analyze and evaluate agent interactions. The use of customized keywords was successfully employed to give a weight to each call and calculate a final score. These scores facilitated the use of best-practice examples and led to improved agent performance as Contacta determined gaps in knowledge and moved quickly to address them.

## About ASC

ASC is a worldwide leading software provider of omni-channel recording, quality management and analytics addressing all enterprises with recording needs, especially contact centers, financial institutions and public safety organizations. ASC records, analyzes and evaluates interactions across all media, either as an on-premise or Cloud solution. Headquartered in Germany and with subsidiaries in the United Kingdom, France, Switzerland, the United States, Brazil, Japan, Singapore, Hong Kong and Dubai as well as a worldwide service network, ASC is a powerful global player in its industry.

## About ADABUS

ADABUS works closely with ASC, promoting ASC solutions in Italy through an ongoing 23-year partnership. It has sold more than 1,700 ASC solutions and engages in consulting, analysis and installations on ASC's behalf.

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