



We record & analyze communications

CASE STUDY - [buw], Germany



buw Group

The buw Group (www.buw.de) was founded in 1993 by Jens Bormann and Karsten Wulf, and today is the largest owner-run company in the customer service industry.

ASC telecom AG

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal information, enabling companies and organizations to considerably improve their value creation. Contact centers enhance customer service, efficiently deploy staff and increase productivity.

"ASC's prompt feedback increases the reach and flexibility of our clients, who can act rapidly, in a targeted manner, and optimize processes based on transparent reports. This capability is only offered by the market leader in customer service, buw Customer Care Consultations!"

(Karsten Wulf, Founder and Managing Partner, buw Group)

ASC and [buw] improve German Call Centers

Customer care service provider deploys INSPIRATION_{pro}

The European customer care service provider, buw Group, from Osnabrück, Germany, improved recording and evaluation of "Mystery Calls" at prestigious German contact centers and increased efficiency with quality management and communications recording solutions from ASC.

ASC's solutions, MARATHON EVOLUTION and INSPIRATION_{pro}, facilitate the evaluation of Mystery Calls by buw agents and therefore deliver convincing and informative results to their clients.

The customer: buw Group

The buw Group (www.buw.de) was founded in 1993 by Jens Bormann and Karsten Wulf, and today is the largest owner-run company in the customer service industry.

Started as a classic call center, today the buw Group consists of more than 1800 employees in four branches, handling complex projects every day for prominent medium-sized companies from various industries and brands all over Germany.

The buw Group views itself as the quality leader in its industry, both internally and in its external performance. Prominent companies such as BMW, debitel and RWE recognize the competency of buw Group and regularly use its services. Independent parties have reinforced their evaluation by showering the company with awards such as Entrepreneur of the Year 2002, Europe's Call Centre Service Provider 1999, Silver Award 2000 and International Best Service Award.

The service areas offered by the offices in Osnabrück, Munich, Münster and Halle include:

- Customer Care Operations
- Customer Care Consultations
- Customer Care Academy
- Human Resources Consultations
- Technology Consultations
- Management Consultations

buw Call Center Osnabrück, Source: buw, 2006



The challenge: Recording and multiple evaluation of Mystery Calls

For quality management purposes, the buw Group needed a communications recording solution for Mystery Calls from their agents to European contact centers. Subsequently, the calls required analysis and efficient evaluation, both by the mystery caller and a quality assurance expert.

In addition, access to all recorded calls was required over the Internet based on various permission levels for the call center operators, the clients of buw Group.

The ASC solution: MARATHON EVOLUTION, INSPIRATION_{pro} und SCREENscan

ASC's experts responded to the buw Group's requests with a customized and highly sophisticated solution.

MARATHON EVOLUTION's communications recording solution was integrated into the existing contact center system, Alcatel-Lucent 4400. All phone numbers for calls to be recorded were registered in a "White List" by the buw system administrator.

MARATHON EVOLUTION starts recording as soon as a mystery caller (buw agent) calls one of these numbers. The recorder interprets the proprietary protocol of the Alcatel-Lucent phone system and therefore recognizes the dialed number.

In addition, all incoming calls are recorded. These calls may include callbacks of external call center agents subsequent to a Mystery Call. For privacy reasons, the buw agent (Mystery Caller) may delete a recorded call by pressing a button on the phone.

buw headquarters Osnabrück, Source: buw, 2006



CASE STUDY - [buw], Deutschland

The evaluation of a recorded Mystery Call consists of two steps:

- During the call, the mystery caller submits information into the buw-owned "Call" data base for follow up by ASC's software, SCREENScan. With SCREENScan, call-index data from the agent's desktop will be recognized, captured and added to the corresponding recorded call. This additional data will also be used to retrieve specific calls faster and more efficiently. In addition, the call center agent may enter general comments as well as a subjective evaluation of the interaction.
- The application, AGENTassistance, enables free seating. Agents may work at any of the 25 call center workstations. AGENTassistance recognizes the agent via the Windows login data and assigns the recorded calls accordingly. Subsequently, the recorded mystery calls will be evaluated through INSPIRATIONpro by an analyst via objective evaluation templates.

The analyst logs in to INSPIRATIONpro and searches for relevant calls. Possible criteria include event, tested agent, text scenario, name of mystery caller, dialed number and time of call. The analyst listens to the call and completes a client-specific evaluation template. INSPIRATIONpro generates reports based on the evaluations. Trained buw employees create individual report templates via Crystal Reports for each Mystery Call order.

The buw client may access recordings, evaluations and reports for its call centers via INSPIRATIONpro over the Internet. Additionally, buw may release results for different user groups, resulting in an enormous improvement in efficiency and cost compared to the previous time-consuming data transfer via CD-ROM.



Karsten Wulf, Founder & Managing Partner, buw Group:

"ASC's prompt feedback increases the reach and flexibility of our clients who can act rapidly, in a targeted manner, and optimize processes based on transparent reports. This capability is only offered by the market leader in customer service, buw Customer Care Consultations!"

ASC's intelligent software solution ensures each client only receives access to its own data and withholds access to evaluations until the analyst officially releases them. Additionally, different users from one client only obtain access to their own dedicated data and reports.

Bernd Engel, Director Business Development at ASC, observed, "In this project, we were able to show the flexibility of ASC's quality management software to adapt to specific requirements for customers like buw. We incorporated individual, tiered client access rights for reports and evaluations to fulfill all legal requirements."

Main points at a glance:

- Automatic recording of dedicated calls with MARATHON EVOLUTION
- Linkage of recordings with additional parameters via SCREENScan
- AGENTassistance to assign recordings to agents in a free-seating environment
- Subsequent evaluation of recorded calls via INSPIRATIONpro
- Easy and secure access to reports and recordings over the Internet

"In this project, we were able to show the flexibility of ASC's quality management software to adapt to specific requirements for customers like buw."

(Bernd Engel, Director Business Development bei ASC)



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