

Positioned for growth and innovation with cloud

German debt consulting company, eco24, overhauls communication solution to meet customer needs



Name: eco24 GmbH

Industry: Debt consulting service provider

Location: Göppingen and Halle a. d. Saale, Germany

Agents: 50 and growing

Challenges

- Lack of compatibility with Salesforce
- No resilient reporting and lack of flexibility
- Expensive telephony

Product

- Genesys Cloud solution

Clients of private German debt consulting company, *eco24*, have multiple needs and many related questions. But because of limitations with its previously existing communication systems, the company wanted to upgrade to a reliable, cloud-based and centralized communication solution. It needed to maintain a persistent overview of client requests, buffer sudden increases in communication volume and enable well-founded decision-making. The Genesys Cloud™ solution gave eco24 exactly what it required.

Reaching its limits

Because eco24 supports individuals in emergency situations, some desperate, and always involving serious obstacles, it must be a competent, reliable, efficient and time-driven partner. "No waiting" is one of its business tenets.

The same principle also applies to client communications, both inbound and outbound.

"In all business areas, we had clearly reached our limits," said Hans-Jörg Fadda, Managing Director, eco24.

And these limits appeared in several areas at once. For example, eco24 had already been using Salesforce as a key CRM application for some time. However, it couldn't integrate Salesforce into its previous contact center solution. Furthermore, the previous software was out of date. And, because eco24 is growing rapidly, it needed a system that could scale quickly.

"Ultimately, the future viability of the new application was important to us. We didn't want to change the provider again after 18 months because new functions could not be incorporated," said Fadda.

Solutions

- Inbound
- IVR
- Email
- Integrations

Partner

- Deliberate GmbH

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Managing Director eco24 GmbH

One central system for all uses

"We chose Genesys Cloud because its fully cloud-based model appeared to be very promising for the future," continued Fadda. The company is now using the Genesys Cloud™ solution in all departments, from service to sales. More than 50 users are equipped with it, 15 of whom are service employees.

"Since we are on a growth path, I expect these numbers to increase," noted Fadda. As of today, eco24 fields about 20,000 calls monthly.

Right from the start, eco24 was able to connect the Genesys Cloud solution easily to its critical Salesforce system via the existing interfaces, an extremely important criterion. Company clients sometimes have up to 100 separate creditors; related documents are equally extensive and vital. As a result, it's crucial for the consultants to have all data conveniently available.

The advantages of the cloud-based solution also bring two further benefits for eco24. In Göppingen, for example, the company relies on an Apple infrastructure. But, in its Halle location, it uses Microsoft-based computers, both of which can be managed simply via the Genesys Cloud solution. In fact, this flexibility was very helpful during the COVID-19 pandemic – 80% of the service employees began working from their home office. Everyone just opens the browser, puts on the headset and gets started.

Flexibility, reliability and optimal resource planning

Now, eco24 has a central communication system to provide high-performance service and conduct professional inbound campaigns. Scalability, future-proofing and flexibility mirror the company's requirements.

If potential clients contact eco24 through an internet form, for example, the Genesys Cloud solution prioritizes the request and ensures that these leads are contacted as quickly as possible. Because data and documents stemming from up to five departments are entered into a single system, users have more clarity in their contact with debtors – immediately. "Now employees always have everything on their monitor, even if a client account changes department," added Fadda.

For example, if a client lands in a waiting queue, the IVR sets up an inbound call flow. The eco24 client then can decide whether she wants to be called back. When the employee is available, the Genesys Cloud solution

automatically initiates a callback.

Assigning clients works in a similar way. If a person calls the sales department, Genesys Cloud exchanges information with the Salesforce system. Based on the phone number, Salesforce recognizes whether this person is an existing client or a lead – and plays this information back to the Genesys Cloud solution. The system then routes the call to the consultant instead of to sales.

If a potential client contacts the company via web form, a campaign is initiated in Salesforce automatically, and the sales department distributes informational material. Two weeks after the mailing, the Genesys Cloud solution calls the potential client automatically – if he or she hasn't already re-contacted eco24.

With the Genesys Cloud solution as the central communications provider, eco24 reduced its telephone costs, saving resources. Because the previous two solutions used two separate telephone providers, less-expensive telephony wasn't possible. And, thanks to the Salesforce and Genesys Cloud integration, the company's reporting is now compact and consistent.

Future messenger integration plans

Shortly after the introduction of telephony, eco24 began to map its email routing via the Genesys Cloud solution. In the current follow-up project, new technologies such as live chat, SMS and messenger integration are already being implemented.

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RESULTS

Bundling all communication into a single solution

Three-month implementation phase

Easy integration with Salesforce

Lower costs for telephony

Improved scalability with cloud


Ability to integrate new capabilities quickly

To learn more about the solutions featured in this case study, go to



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 Konrad-Zuse-Str. 12
D-71034 Böblingen
Telefon: +49 7033 54884 - 0
E-Mail: info@deliberate.de
Internet: deliberate.de

 Nüscherstrasse 31
CH-8001 Zürich
Telefon: +41 445002648
E-Mail: info@deliberate.ch
Internet: deliberate.ch

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