



Call-handling time and mistakes are drastically reduced.

OVERVIEW

Why AMC Technology?

INDUSTRY

Tire Retail

COMPANY PROFILE

Continental AG – Based in Hanover, Lower Saxony, Germany, Continental is the world's 4th largest tire manufacturer. Continental specializes in tires, brake systems, automotive safety, powertrain and chassis components as well as other components of the automotive and transportation industries. Continental Corporation has 178,000 employees in 49 countries.

GOALS

Accurate call delivery and reduction of call times.

SOLUTION

Using AMC Technology's Contact Canvas™ for Avaya AES and SAP.

BENEFITS

Customer service, accurate transfers and a decrease in call-handling times.

CASE STUDY

Continental Tire + Contact Canvas

THE CHALLENGE

Prior to the CTI integration, the agents had to search for the customer manually, and communication was challenging. "Answering a call from a customer the agent was not familiar with led to misunderstandings, deliveries of wrong goods, wrong account numbers were chosen and customers even received deliveries they never ordered!", according to Melanie Albrecht, Specialist, Unified Communication Systems.

When your business and customer interaction requires improvement and you want motivated agents, a CTI integration is a step into the right direction. AMC is an experienced vendor, offering a solution that has perfectly fit our business needs for years."

Melanie Albrecht, Specialist, Unified Communication Systems



SOLUTION

Continental AG purchased Contact Canvas for use with SAP and Avaya AES for 245 users. This adjustment decreased the company's call-handling time and the number of mistakes when manually searching for the correct customer. CTI improved service for their customer. The company has 20 tire sales call centers using the CTI link and 3 additional call centers (HR and Technical Services) which combined, hosts an average call volume per month of 27,500.

BENEFITS

After establishing the CTI link, the number of faulty customer orders and complaints massively decreased. Their calls were handled much faster and more effectively than before, which led to satisfied customers and more motivated and satisfied agents. The solution took the interaction between Continental and its customers to another level. The CTI integration was and still is a big trigger for other markets to implement Avaya and to connect to the core system located in Hanover, Germany.

According to Melanie Albrecht, the next steps will be to connect other systems outside of the Fast Order Entry process in SAP. "When your business and customer interaction requires improvement and you want motivated agents, a CTI integration is a step into the right direction. AMC is an experienced vendor, offering a solution that perfectly fits into your business needs for years."

ABOUT AMC TECHNOLOGY

AMC Technology is a global leader in contact center and CRM integration with a vision for improving the customer experience through increased agent efficiency and personalization capabilities. With over 23 years of experience, AMC Technology leads the market in providing contact center integration expertise and best practices. AMC powers contact centers and customer interactions for companies around the globe through its certified platform – Contact Canvas™ and unparalleled expertise. AMC products are certified by technology partners and allows businesses to more effectively manage all types of customer relationships while delivering superior levels of customer service and improving productivity.

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