



## Call-handling Time and Mistakes are Drastically Reduced for Continental Tire



Industry: Automotive

Headquarters :Hanover, Germany

**“AMC is an experienced vendor, offering a solution that has perfectly fit our business needs for years.”**

**- Melanie Albrecht, Specialist, Unified Communication Systems, Continental Tire**



AMC visits Melanie Albrecht and other employees at Continental Tire's headquarters in Hanover, Germany.

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 at Continental Tire.

### 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.

**“When your business and customer interaction requires improvement and you want motivated agents, a CTI integration is a step into the right direction.”**

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.”

### AMC TECHNOLOGY

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