



Customer Case Study: 300+ user installation powered by VOIspeed.

SISECO integrate VOIspeed with own CRM
for call centres such as NETSI.



Reseller focus

SISECO (<http://www.SISECO.com>) has been operating in the field of ICT for over 20 years, creating personalised software and hardware IT and Management Solutions including CRM & CIM (Customer Interaction Management) and CTI (IphoneBox, the interface with VOIspeed) platforms. Their trademark, GAT.crm has over 25,000 active stations.

With a strong customer base across Europe, recent installations include two call centres in Romania: (Cosetim e ICC). As Roberto Lorenzetti (CIO and General Manger of SISECO) explains: "Our clients are companies that want to improve the relationship with their customers via a CRM system. Therefore our target audiences are customer facing companies such as Contact Centres (e.g. for SKY, 3, Vodafone); telesales and lead generation companies. NETSI is typical of our customer base as a sizable contact centre handling large contact volumes and requiring a cost-effective but powerful communication solution."



Customer Background

NETSI (<http://www.NETSI.it/>) is a contact centre that provides contact management services to a variety of businesses across Italy. With over 250 workstations and 300 operators and a leading software platform NETSI, can handle up to 20,000 hits per day, using different communication channels.

The Challenge

NETSI required a cost effective but powerful solution with features including predictive dialling, connecting

over **150 concurrent ISDN lines in Predictive mode for 300 extensions**. NETSI requested a mixture of USB phones and VOIspeed approved headsets. In addition they required call recording, simple call management features and a system within their budget of € 40,000.

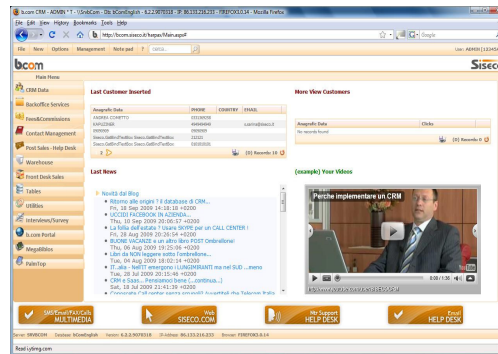
The Solution

"We chose Sisceco b.com CRM integrated with VOIspeed because it was evidently a highly innovative and open technology. **Above all, we like the ease of integration with existing systems and the ability to customise it to our own company needs**" explains Gianluca Cosomati, General Manager at NETSI.

With 300 extensions, they were supplied with a 6 ISDN PRI Card to enable 180 concurrent calls together with additional VoIP lines. Their favorite features include:

- **IVR** (fully interactive and configurable) responds to demands from script to deliver automatic and continuous phone communication; and
- **Predictive Dialer**: this enables the operator to process only real calls.

The system will automatically dial a list of numbers and discard instances when the number is unavailable, busy or incorrect. This increases dramatically the efficiency of call-centre operators.



SISECO.B CRM portal

The Outcome

With this technology NETSI is able to provide their services 24 hours a day, 7 days a week. The technology has brought significant benefits as

employees "can share information, and can be monitored, ensuring efficiency and professionalism. The database which is fed daily by the contacts developed, allows us to identify precise target profiles based on several variables and, in turn, to vary our own actions." reports Gianluca Cosomati, General Manager, NETSI.

Gianluca's final opinion:

"VOIspeed / SISECO CRM technology has been crucial to increasing the value and types of services provided which consequently, has increased our overall business activity".

"We have no hesitation in recommending VOIspeed technology and our partnership with SISECO because it has improved the effectiveness of our services and our productivity significantly".

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