

virtual power



Warranty service call centre operator Comerco Services Inc. wanted more flexibility in the management and routing of calls, and wanted a single source to supply it.

solution benefits

- **work-at-home options for call centre agents and other employees in the event of disaster**
- **intuitive interfaces allow for real-time modifications and response, with timely results reporting**
- **simplicity with single source solution — TELUS is accountable for maintenance, support and upgrades**

Comerco Services Inc., of Laval, Quebec, is the Canadian leader in warranty service and related call centre operations. On behalf of its clients, the company's agents answer requests for information or service from purchasers of products such as consumer electronics and household appliances.

When repairs are required, Comerco contacts one of the 3,800 authorized repair centres in its coast-to-coast network. The centre undertakes the repairs in accordance with the manufacturer's specifications, at no cost to the consumer for parts or labour.

more flexibility

As a result of exponential growth, Comerco faced a strategic challenge. "We wanted more flexibility in the management and routing of calls," says president Roger Bilodeau. "But at first, our technological services were scattered among various suppliers."

The company continued looking for a solution and discovered CallCentreAnywhere™. Because it is managed and hosted by TELUS in a redundant environment, with all client data backed up onto highly secure servers, it made perfect sense. One of the major attractions of CallCentreAnywhere is that there is no need to invest in costly equipment.

All Comerco needs for each agent station is a tele-phone, Internet connection and user licence. It also has its own built-in disaster recovery plan.

"Because it's hosted at TELUS," says Bilodeau, "We know that if there's a fire or major breakdown at any of our offices, we can be operational within hours, our agents can even work from home."

more autonomy

Thanks to faster deployment timelines than any other solution,



Roger Bilodeau, President, Comerco Services Inc.

"TELUS technological solutions have helped us structure our organization and be more thorough and efficient than our competitors."

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CallCentreAnywhere has been operational at Comerco for over 18 months and has been enthusiastically adopted by everyone at the company.

The highly visual Web interface allows agents to easily manage phone, fax and online communications with consumers. Team leaders can access a detailed view of all agents' activities at any time. They can record calls, lend assistance or do some coaching at any time. "It's cut the training time of our new resources in half," says Bilodeau.

Managers benefit too. They can modify the interface parameters in real time or add a new promotion without having to call in programming specialists. "In fact, we now have management tools that we didn't

have before. We can extract statistics, produce standardized reports or better evaluate our agents' performance," says Bilodeau. And the results have been exceptional. "Much to our clients' satisfaction, employee performance has improved and the volume of requests processed has gone up."

IP telephony

For administrative and internal use, and completely independent of its call centre needs, Comerco has also chosen TELUS IP-One® and 40 Cisco IP phones. A hosted and managed Voice over IP phone system, TELUS IP-One is in line with the company's business continuity plan and offers a wide range of features, accessible through a Web Portal.

"We can set up and work anywhere, forward our calls to any destination based on availability, whether it's the office, home or a cell phone," says Bilodeau. He also points to other practical benefits, such as the ability to forward voice messages to a group of employees and to organize on-demand conferences, facilitating collaborative work and team synergy.

"Many things have changed, thanks to TELUS," says Roger Bilodeau. "They have helped us structure our organization professionally and be a lot more thorough and efficient than our competitors. With tools like these, everything seems to fall into place to help us manage our growth and carry through our expansion projects."

the benefits of IP services

The introduction of IP-based services is making managed and hosted services more attractive to a broader range of organizations.

— Marc Perrella, IDC Canada