

Case Study:



“By implementing OneContact CC, GoConnection successfully transformed its remote operations, resulting in enhanced CX and unmatched adaptability”

Paulo Santos, GoConnection



GoConnection, a remote BPO specialist in outbound calls, elevated its service quality and adaptability by implementing OneContact CC as its contact center software.

Background

Founded in 2017, GoConnection S.A. is dedicated to providing top-notch contact center solutions with a specialization in enhancing customer experiences. As the company has experienced rapid growth, it was now looking for a flexible cloud-based solution that could seamlessly scale up to meet its evolving business needs and expansion requirements. Moreover, in light of the COVID-19 pandemic, GoConnection also required a robust solution that enabled its agents to efficiently work from home, ensuring uninterrupted service delivery and adaptability in these challenging times.

GoConnection is a company that generally focuses on providing excellent customer service, resolving issues quickly, and ensuring customer satisfaction.

In addition, Go Connection helps improve operational efficiency, reduce costs, and increase revenue. This can be achieved by optimizing agent workflows, implementing advanced technologies such as artificial intelligence and data analytics, and regularly gathering feedback from customers and agents.

Challenges

This case presents a series of intricate challenges. Initially, the company started its operations in one site, aiming to minimize initial investment by transitioning to cloud-based communications. As the business expanded rapidly, it found itself needing to support multiple sites, relying solely on internet connectivity. This posed a considerable challenge in terms of scalability and maintaining consistent service quality.

Also, the company's growth needed an increase in communication channels and agent capacity, adding complexity to its operational framework. To exacerbate matters, the unexpected onset of the COVID-19 pandemic forced agents to work from home, intensifying the need for reliable, flexible, and secure remote working solutions.

These challenges required a comprehensive and adaptive approach to ensure the BPO's continued success in a rapidly evolving environment.

We make sure our agents have the tools and information they need to handle calls efficiently. We considered implementing a knowledge management system to help our agents quickly find the information they need.

Company: GoConnection

Contact person: Paulo Santos,
GoConnection



Biggest Challenge

- Finding the right cloud solution to address the immediate need for remote work capabilities, and ensuring the system could easily adapt to changing business demands.



Technology Used

- OneContact CC



Key Benefits

- Scalability
- Remote Work

Project description

GoConnection, a remote-site BPO company renowned for its proficiency in outbound calls and innovative development of services and campaigns, implemented OneContact CC as its chosen contact center software. This strategic decision aims to further enhance GoConnection's operational efficiency and customer engagement capabilities, aligning with their commitment to delivering top-notch contact center solutions tailored to their clients' needs.

Results

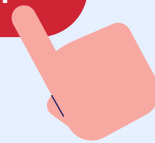
The implementation of OneContact CC as GoConnection's contact center software brings multifaceted benefits, including the optimization of outbound call operations, streamlined service, and campaign management, and the crucial ability for agents to work seamlessly from home. This comprehensive solution not only ensures operational efficiency but also enhances customer interactions, all while providing the flexibility to adapt to changing business needs, solidifying GoConnection's position as a leading player in the BPO industry.

"By implementing OneContact CC, GoConnection successfully transformed its remote operations, excelling in outbound calls, fostering service innovation, and empowering remote agent work, resulting in enhanced CX and unmatched adaptability."

Paulo Santos, GoConnection

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