

Unification of communication in
branches of DreamCommerce S.A.



Unification of communication in all branches of the company as a main goal of implementing a new telecommunication system in DreamCommerce.

DreamCommerce S.A is a producer and provider of software for running an online shop. The software was repeatedly awarded with Ekomers award for the best shopping platform and with Godło Firma Przyjazna Klientowi emblem.

In Poland the solution is available under the Shoper® brand and is used by more than 10 000 online shops. It is also available in Turkey and India under the Zencommerce brand.

The development of the platform and introducing it to the new markets has led the company to start work on unification of communication regarding the standards of customer service as well as the tools used in that process.

DreamCommerce especially wanted to have a possibility of a central monitoring of the quality of work of all the consultants.

With the solution offered by Thulium, even the most remote parts of the world can be managed and supported by one system and each hotline can be independently accountable for the results.

The choice of the system

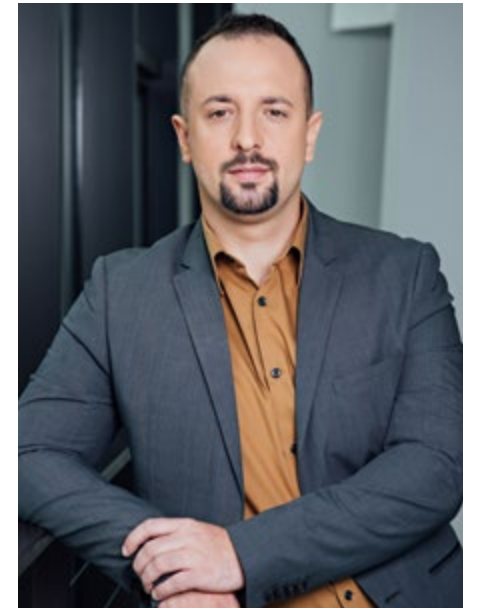
“We were recommended the Thulium System by a trusted partner and at the same time a happy client of Thulium Company. As early as on the first presentation, we realised that all we needed was available in the system. We started the tests right away and a little later we were using the system for production” – says Wojciech Lisowski, Customer Service Department Manager in DreamCommerce.

How was it done?

Each brand of DreamCommerce has its separate hotline, IVR “trees” and queues that may be analysed separately or against the results of another brand with the use of various statistics.

The system gives information on how many customers were connected and provides parameters of the service such as waiting time, call length, and unanswered calls.

DreamCommerce also uses the call assessment – this function allows the head office to play back only the crucial conversations in which important issues are raised.



Benefits

By choosing the Thulium System DreamCommerce company was given the possibility to:

- ✓ Centrally manage and monitor the service of geographically dispersed customers.
- ✓ Monitor and analyse all the hotlines.
- ✓ Reduce the maintenance costs
- ✓ Save time
- ✓ Use API in order to perform the integration on their own.

Thanks to the Thulium System, DreamCommerce company can expand its market reach to more countries. No matter the location, the system will successfully support it.

“We have full control over what is happening in other locations. We monitor the statistics of the individual hotlines. With the call assessment, our head office in Poland is concerned only with the important topics” – says Wojciech Lisowski.
Instead of maintaining several tools, DreamCommerce maintains only a single tool whose scale can be dynamically increased.



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