

The need to meet the high standards  
as a reason for choosing the Thulium  
System



## The dynamic growth of hurtmedyczny.pl online shop as a reason for implementation of the Contact Center system.

Hospmed Sp. z o.o. company is a provider of medical, dental, and rehabilitation equipment for business and individual customers. It operates on the market since 2001. The company operates two stationary shops in Częstochowa and an online shop hurtmedyczny.pl. Hospmed places emphasis on the professional consulting on the choice of an appropriate product from the constantly growing assortment. Direct cooperation with the renowned manufacturers and importers of equipment enables them to offer attractive prices and fast delivery.

Choice of the Contact Center system.

*“Professional customer service is a standard in the e-commerce market. At present it is not the price of the product that determines whether it will be sold but the customer service. This is why we are constantly raising our consumers’ satisfaction levels but without the professional Contact Center system we were not able to measure the quality of the provided services” – says Milena Kamińska, Director of Online Sales in Hospmed. Sp. z o.o.*

## Launch

The Thulium solution is a reliable system used by many of the biggest e-commerce companies in Poland.

*“I knew the system very well – for the most part of my professional career I worked with Thulium. It took me two days to start working on the system – all it took was three pairs of headphones and help of very nice IT specialists. And most importantly – we are not bound by a contract with Thulium – we pay for the licences that we currently need and, if it is necessary, we can increase their number”.*



## Benefits:

*“In order to manage well, it is necessary to get data. The Thulium System provides reports which allow me to make important business decisions such as personnel planning, distribution of the consultants’ workload based on the telephone and e-mail traffic, or setting the hotline working hours”.*

After launching the Thulium System we were able to:

- ✓ reduce the customer service time by 20%
- ✓ increase the number of answered calls by 30%

We can also say that we have reduced the costs. We make better use of the potential of experts by adjusting the training to our needs. Thanks to playing back the conversations, we know exactly what training our consultants need, says Mrs Milena.



The customer service is more personalized as a result of identification of the customer, his call history, correspondence and chat dialogues all collected in one place. This results in introducing the new standards of service and establishing a closer relationship with the customer.

## Summary

*“The Thulium System is the best solution on the market. After implementing the system we no longer have to use several tools that are not synchronised with each other and thus we can save the precious time.*

*Thanks to assessment of calls we know what to focus on when training our employees. We know that with Thulium our company will be constantly raising the quality of the services offered” – says Milena Kamińska, Director of Online Sales in Hospmed.*



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