

**VOBIS**

Reorganisation of the contact with the client in VOBIS online shop with the Thulium System



**The main goal of VOBIS telecommunication system replacement is to launch a' modern system that will allow fast and efficient telephone customer service, without the need to buy equipment and servers.**

VOBIS is an online shop well known since 2006. It provides products from IT, multimedia, GSM, navigation and telecommunication industries.

The online shop vobis.pl is one of the most technologically advanced online shops. It focuses on the ease and speed of purchase, attracts customers with the design of the shop, ergonomics and at the same time great potential of the online transaction mechanisms. VOBIS has a team of professional consultants who are ready to help the customers and answer their questions at every step of the purchase process.

The old VOBIS telecommunication service could not provide information on whether the established customer service standards were actually met. It was not known whether all the customers were served, how long did they wait for the connection and how often do they hang up before they were connected.

*“The Thulium System fits in perfectly with our business objectives. It provided reports containing all the information necessary for us and we could test it before making the final decision” – says Łukasz Dybka, Sales Director of E-commerce and Retail Division responsible for the choice of the system.*

### “Yes” for Thulium

The decision to buy the system was preceded by the thorough tests of its capabilities.

*“Thulium administrators helped us with launch and configuration of the system. It was ready in one day. We could also change the settings which turned out to be very simple” – says Łukasz Dybka.*

Thulium allows for smooth transition to the production solution. Once the VOBIS test system was fully configured and ready to work, there was no need to repeat this process. *“In Thulium we strive to ensure that the client does not have to put a lot of effort in the process of configuration” – says Jakub Kiełtyka, Thulium administrator.*



### Important functionalities

Hotline functions used in the VOBIS customer service department include, among others, the following:

- ☑ Interactive voice response (IVR) allowing the customer to specify the topic of the call himself.
- ☑ Queues enabling the customer to wait for the connection even if all the consultants are busy.
- ☑ Messages introducing VOBIS and informing the customer about his position in the queue.
- ☑ Reports on IVR, queues and consultants.

### Benefits

By choosing the Thulium System, VOBIS online shop has achieved its objectives. The most important of them were the following:

- ☑ Reduction of costs
- ☑ Speed of implementation
- ☑ Quality cooperation



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Thanks to the Thulium System, VOBIS is equipped with a modern solution the scale of which may be freely adjusted to the needs. Its launch did not require buying servers or paying for implementation and configuration.

The system was delivered in the virtual form (SaaS) and VOBIS uses it for a monthly fee.

*“We only pay for the licences that we use. If it is necessary, we can quickly add more of them. What is the most important, however, is the fact that thanks to the reports we may finally analyse the state of our customer service and make business decisions based on the knowledge. We know how our consultants work and how long our customers wait for the connection, which has the highest priority in our business policy” - says Łukasz Dybka.*