

złotewyprzedaze 

Easy-to-use Thulium
Hotline supports the clients
of Złote Wyprzedaje Shopping Club



 thulium®

Ease of usage and Thulium's friendly business model are the most important reasons for choosing Thulium as a hotline provider.

Złote Wyprzedaje is the biggest shopping club in Poland offering the world's best clothing and accessories brands at discount prices.

A special strategy allows the Club to offer great prices: a selected category of products is discounted. Discounted products are available to buy for a few days and after that time the Club places a block order with the supplier. By buying in bulk, Złote Wyprzedaje gets better price conditions, although it means longer waiting times for the customers.

Because of a rather specific business model which is not always clear for the customer, the Złote Wyprzedaje hotline is an important communication channel with the customer. The hotline has to provide the customers with fast and reliable contact with the shop. For this reasons, Złote Wyprzedaje was first of all looking for a stable solution.

"Our customer service consists of six experts. Their goal is to provide the best customer service possible. We are far from a conventional, corporate call center. This is why the system that we were looking for had to be professional but at the same time user-friendly. The employees of the customer care use it every day, so the application has to be friendly and convenient for them" – says Monika Rostojek, Director of the Customer Service Department.

Because of the project scale, the cloud version of the system was requested so the launch could be fast and without unnecessary costs. The Thulium System is launched in the safe cloud, may be quickly started (a few minutes), and the resources may be freely adjusted to the needs.

Launch

Mrs Monika has started to work with the system on her own and has configured the most important functions. On some issues she consulted the support, which in her opinion is efficient and competent. She says that the whole configuration did not took her a lot of time.

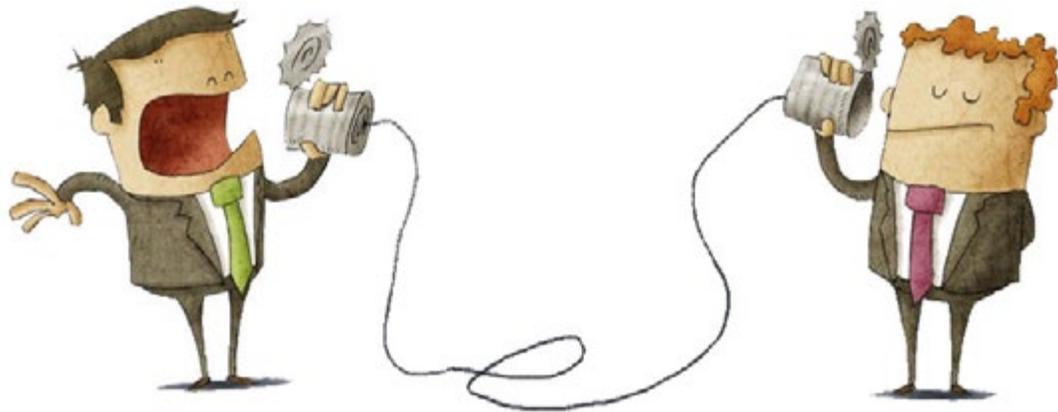


"What gives you an edge over the competition is the quality of the offered product which could be confirmed by my own experience from the previous companies/projects as well as market recommendations" – says Monika Rostojek.

Key functions

Złote Wyprzedaje uses the Hotline Module for calls from the customers. The customers are greeted with messages, they are not rejected when all the consultants are busy and they know what their place in the queue is. Clear reports and live queue preview in Wallboard show if the clients wait too long for the connection and how often they do not manage to get connected. The conclusions from those observations may be easily used to modify the settings of the system.

Remote access to the system (from any place) allows the consultants to work in the office but also from home.



Benefits:

The implementation of the Thulium System allows Złote Wyprzedaje to freely realise their strategy based on the online shop and telephone contact with the customer. The System offers the customers of Złote Wyprzedaje a fast and easy contact and the administrators are provided with the possibility of monitoring the process of customer service and making dynamic changes in the settings.

The price of the offer is reasonable. If it is necessary, the number of licences may be changed overnight.

“Thulium is a user-friendly system, easy and intuitive, with well-developed functionalities. What deserves special attention is the support offered – always fast and professional help in the implementation of the system as well as in its daily usage” – says Monika Rostojek.

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



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