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Integration of communication processes into the inventory management system

Change Driver

The IT manager of a food manufacturer has been tasked with establishing a new communications platform for the company.

The main requirement is the integration of the new communication processes into the self-developed inventory management system as currently employees in the service center have to manually search for customer data.

The average call processing time needs to be shortened and customer satisfaction increased.

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Damovo Approach

A communication solution has been specifically selected that contains a middleware that connects to the inventory management system – which makes it possible to control the telephony via various interfaces.

In the case of outgoing calls, the employee can dial directly from the customer data record; the call is controlled from the inventory management system.

In the case of incoming calls, routing can be carried out on the basis of the phone number and the correct customer data record can be opened.

Here, too, the control is carried out from the inventory management system.

Customer Value

This is how the **customer** benefits

The processing time for existing customer requests is reduced.

The customer reaches the same contact person whenever available.

This is how the **company** benefits

The new approach enables the employees to be more agile.

The order process is simplified as it is now fully supported by the system.

Lengthy searches during customer calls are no longer necessary - this results in higher overall customer satisfaction.

The solution offers further potential for new communication-related processes which will further increase agility.

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