

## CLIENT DESCRIPTION

**Client :** ATELKA

**Project :** Implemented the AheevaCCS and AheevaINTRADAY

**Campaign type :** Customer service, telemarketing campaign

**Sectors :** for all sectors



## CLIENT HISTORY

- Founded in 2003, Atelka is a Canadian enterprise offering a complete Business Process Outsourcing (BPO) service to various companies.
- Canadian leader, Atelka is one of the biggest contact centers and employs over 2000 people.
- Its operations are scattered over six sites in Quebec, New-Brunswick and Prince Edward Island

## OBJECTIVES

- Improve and facilitate the inbound and outbound call routing
- Divide clients or agents by their individual skills
- Manage and optimize the outbound calling lists

## OBSTACLES

- Find a solution to grant Atelka the ease and flexibility to adapt to various companies' needs in a wide spectrum of constantly-evolving-business sectors.
- During its growth, Atelka was looking for an affordable solution.

## SOLUTION

- Integrate the AheevaCCS (Predictive dialling, call receiving and IVR, scripting tools, Management)
- Integrate the AheevaINTRADAY, WFM

## RESULTS (yield, statistics, concrete)

- The Aheeva solutions helped position Atelka among the best partners for its clients and its target market.
- The system's ease of use has helped Atelka rapidly and efficiently implement the call process for a variety of clients, from very simple structures to more complex ones composed of many sites and a range of skilled groups
- The WFM module found in the AheevaINTRADAY has allowed Atelka to significantly reduce its operation costs all while maintaining a healthy resource management, from the schedule adherence to the presence at work. In addition, the live-reporting tool has improved the daily performance of many Atelka clients.

Client Quote:

*« Only Aheeva knew how to offer us a complete solution which was robust, reliable and flexible. These three elements are key to Atelka's vision to ensure our company's successful growth. »*