



## A Smarter Contact Centre Upgrade

### How a Leading ISP Revamped Its Contact Centre

Industry: Telecommunications

#### Overview

Our customer provides a comprehensive range of innovative data, communications, and collaboration solutions designed to connect South Africans to the world and, importantly, to each other. The company leverages cutting-edge technology to enhance customer experiences and empower entrepreneurs while upholding its core values of integrity, choice, and service excellence.

#### The Challenge

The customer's technical Service Centre aimed to transition its technology platform to align with planned business objectives.

#### Key considerations included:

- **Cost Efficiency:** The transition was driven by rising costs associated with their existing international vendor, which billed in USD.
- **Internal Adoption:** As this customer began reselling Smartz Solutions, it was crucial for the organisation to utilise the solutions it marketed, ensuring credibility and confidence in their offerings.
- **Enhanced Digital Interaction:** The customer needed to plan to introduce additional channels via its chosen technology solution to provide customers with more digital interaction options. The existing provider offered these at a high cost.
- **Phased Strategy:** The initial phase focused on delivering a comparable solution while laying the groundwork for future advancements (Phase 2+) to support innovative omnichannel solutions.
- **Integration of Omnichannel Capabilities:** The customer had minimal omnichannel offerings within its core platform and the one channel they had implemented was from a standalone platform. The goal was to consolidate these functionalities within the Smartz Solutions platform.
- **User Transition:** Ensuring a smooth transition for users to the new platform with minimal disruption was essential, with a strong focus on effective user engagement.





## Key Barriers

**Change Management:** Communicating the 'like for like' nature of the new platform posed challenges, as users needed to understand the required effort despite the lack of immediate visible benefits.

**Platform Differences:** Managing variances between the existing and new platforms required additional effort from supervisors.

**Ongoing Communication:** Maintaining open, transparent, and constructive communication throughout the implementation and beyond was crucial for effective troubleshooting and usage.

## Core Need

A value-driven contact centre platform that closely aligned with the existing solution while supporting the customer's future business requirements: enabling customers to engage with their provider via their preferred channels and providing a single, unified view of all interactions.

## The Results

Omnichannel CX Partnership: Collaborated with Smartz Solutions to implement an omnichannel customer experience (CX) solution for the customer and their own customers

- Tailored Technology: The solution was designed to meet customer needs, offering:
- An omnichannel contact centre solution for enhanced ongoing customer experience.
- A future-ready technology platform that supports continuous feature and functionality enhancements, eliminating the need for disparate systems.
- Pricing in a local currency with accessible support for the South African market.
- Validation of the solution's suitability for end customers, providing insights into necessary skills and resources for successful implementations.



“There is no perfect implementation especially when you are making a technology change but the collaborative intent between our team and Smartz really stood out. Issues were raised, discussed and, where possible, updated. When you have clear business objectives and solid implantation teams, anything is possible.”

Project Manager, Customer

*“Working with our customer was a great experience. With strong operational leadership and a robust foundation, they were clear on what their technology platform transition needed to achieve which made it far easier for us. Equally, they made us ‘think’ and apply a ‘customer first’ approach. This implementation proved that as both our partner and our customer we were able to enjoy interesting and fruitful considerations which will be critical to our relationship and our approach to customer implementations going forward.”*

*Vanessa Tucker, CX Business Solution Specialist, Smartz Solutions*

**Get Smart. Get Smartz.**



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