



BECLOUD
Solutions for innovation

ePRICE

Dedicated support services for every purchasing need

ePRICE

Leading Italian e-Commerce company, listed on the Italian Stock Exchange MTA, is one of the most important online retailers in the country with revenues of 131 million euros and GMV of 185 million euros in 2019. ePRICE is one of the main Italian online stores, specialized in the sale of high-tech products and leader in the sector of large household appliances sold online. Thanks to Home Service, it manages the deliveries and the installations of large household appliances, with a coverage of 16 million inhabitants. The company has a network of 111 Pick & Pay points distributed in 109 cities, that combine the advantages of shopping online with the convenience and security of the local store.



CHALLENGE & GOALS

The biggest challenge was to be able to implement in only 2 weeks (during Christmas holidays), two different customer services managed by geolocalized teams in Italy, abroad and outsourcing. **BelnContact - 100% Omnichannel Cloud Contact Center Solution** - is currently used in Italy (with integration to CRM Oracle Service Cloud) and in Albania at BPO (in Stand Alone mode), unifying the software architecture that results. The Full Cloud feature of BelnContact guarantees high quality and reachability standards 24x7, as well as implementation timing and reduction of configuration efforts.



Implementation
in 2 weeks



Geolocation in
Italy and Albania



Optimize operations
and communication



100% Cloud-based
solution



Oracle Service Cloud
integration

PROJECT

Thanks to the CTI integration between the Oracle Service Cloud CRM ePRICE instance and the BelnContact application designed by Becloud, the platform is able to recognize the calling customer/provider within the databases and create a new "Incident" with all the information captured in the IVR. At the time of the call routing, BelnContact automatically screen-pop the Incident to the available Customer Service agent, according to skill-based routing, thus providing information to manage the support request. Agents in Italy operate directly from the Oracle Service Cloud environment where the CTI Phone Bar BelnContact has been integrated, thus having in a single interface, the interaction control buttons and the information surveyed within the same CRM. Instead, the agents located in Albania, at the outsourcing office, operate directly on the same BelnContact environment but in the "Stand Alone" version.

The customer/supplier caller is recognized through the use of a directory inside the platform and the call is forwarded to the agent with the information captured during the IVR phase and found by the queries in the directory. The queuing rules follow the logic of "customer/operator association routing" and are based on the geographical area of responsibility and the shifts of the operators. Thanks to the recording system, all Inbound and Outbound conversations are recorded, allowing at first to save and store all the vocal orders received for purchasing, and then the quality monitoring by the supervisors regarding the work of agents and the outsourcer. As a result of the high number of daily calls, in order to avoid long time

attending in queues, customer/supplier priority policies (in order to "skip the queue" for certain services) and virtual queues for the management of automatic callbacks have also been configured, that allow the caller to choose whether to be called back to his phone number or to another. Once the contact requests has been recorded, the BelnContact Outbound dialer automatically dials the outbound call forwarding it to an available agent chosen by the system following the same skill-based routing logic applied for inbound flows. Regarding phone lines and telephone components, through BeConnect services, BeCloud was able to manage, in a very short time and in Business Continuity, the number portability of 100 telephone numbers from the previous carrier on redundant SIP Trunks with high reliability already interconnected directly to the BelnContact platform. On the numbering are attested different IVR and Integration flows depending on the type of service requested by the caller.

Thanks to the implementation of redundant SIP Trunks with national and international carriers certified by BeCloud Solutions, we guarantee to manage an unlimited number of concurrent calls to and from any type of termination, national, international or toll free numbers.



RESULTS

The choice of ePRICE to move to a Full Cloud, Enterprise Class and highly flexible solution, has been the answer to their Customer Service needs, able to ensure the certainty of an innovative integrated service. Thanks to this collaboration, ePRICE is able to follow step by step all its customers or suppliers, accompanying them from the purchase phase to the installation activity, maintaining and even increasing the satisfaction of its users and customers.

ePRICE

THE ITALIAN LEADER OF E-COMMERCE

"We were looking for an alternative solution to Genesys that was Full Cloud, enterprise-class, reliable and flexible, that we could deploy quickly anywhere and anytime, without big changes in our infrastructure. BeCloud was the answer to our needs, and the implementation of the BelnContact solution integrated with our Oracle Service Cloud CRM in just two weeks permitted us not to lose business, to offer an omnichannel customer experience and, at the same time, to have an "easy to learn/easy to use" solution for all our agents".

Pio Clemente
CTO & CIO

