

### BNC Contact Center Profile:

- Based in Bollnäs, Sweden, BNC provides comprehensive business services ranging from development and financing to international expansion and new media strategies. BNC identifies and targets collaborative opportunities between existing companies and encourages the implementation of multimedia support for CTI-based customer interaction.
- Concensys is a true Application Service Provider (ASP), and just one of the new and rapidly expanding enterprises hosted by BNC, offering an established IT infrastructure with broadband links, fully equipped offices, the recruitment of qualified personnel and the market's most advanced customer services applications in the form of Genesys IP Contact Center (IPCC).



### Contact Center Infrastructure

- IP Network Provider: WorldCom
- Cisco 5350 VoIP gateway
- Servers for Genesys software: Microsoft Windows 2000 Server
- Agent desktops: Microsoft Windows 2000 professional
- Microsoft SQL 7 database

### Genesys IP Contact Center

- Intelligent Routing
- Internet Contact
- Outbound Contact
- Real-time/Historical Reporting



### Background

Based in Bollnäs, Sweden, Bollnäs Näringslivs Center (BNC), provides advice and information on business development and innovation, internationalizing, financing and new media strategies to Swedish businesses. BNC strives to create the necessary conditions and environment for a successful business climate in the municipality, stimulating growth in existing enterprises while facilitating the establishment of new businesses in the local area. Moreover, BNC is continually looking for comprehensive business solutions by identifying and creating opportunities for cooperation between established companies and encouraging the implementation of multimedia support for customer interactions. They have also made major investments in their own infrastructure by being at the forefront of broadband communication development.

BNC has recently been the driving force behind several ground-breaking projects, their most recent being Concensys, which aims to become an international leader in providing advanced IP-based contact center services. Also located in Bollnäs, Sweden, Concensys is implementing an innovative solution from Genesys as the platform for their development of a sophisticated multi-channel contact center offering. Concensys offers an established IT infrastructure with broadband links, fully equipped offices, the recruitment of qualified personnel and the market's most advanced customer service applications in the form of Genesys IP Contact Center. The Gallup Group will be the first company to establish themselves in partnership with Concensys, with plans within the next five years to have approximately 250 employees working in Bollnäs, focusing on their core business of customer management and surveys.

Bollnäs has already made major investments in its own infrastructure by being at the forefront of broadband communication development. The framework is now in place, and the network is being filled with new services. The first will be Concensys, which will use Genesys technology to provide one of the most dynamic IP-based services in Europe.

### The Business Challenge

From the start, the goal behind the Concensys contact center offering was to create something unique, something which would be at the forefront both commercially and technologically. Hans Dunder, CEO of BNC explains; "The goal was to create a comprehensive solution by combining the important practical aspects with the latest in technology and customer services. The contact center environment we have developed is unique, since each company now has the freedom to choose geographical locations, services and avenues of communications to match their own specific needs."

Although many companies are in dire need of new technological solutions to improve customer service, for most of them it is impossible to develop what Concensys is now offering.

## The Genesys Solution

After exhaustive research of all major contemporary IP-based solution providers, Concensys found Genesys to be not only a supplier of the latest high-end technological solutions but also a strategic business partner. Working with Genesys as a partner, Concensys has created a platform based solely on IP, which has enabled them to become one of the most highly developed and technologically advanced contact center environments in Europe. It is important for Concensys that Genesys already holds a leading position in the business sector which Concensys aims to reach.

Deploying Genesys Framework enabled the creation of a contact center hub where both small and large companies can find solutions tailor-made to suit their specific needs.

The hub provides individual companies with an opportunity either on- or off-site to have access to the services they require and only pay for the ones they actually use.

Genesys IP Contact Center enables the agent to work in a pure IP environment and incorporate functionality such as inbound/outbound contact, skills-based routing, multimedia Universal Queue management, callback, e-mail, chat, SMS, Web collaboration, real-time and historical reporting.

## The Gallup Group

The Gallup Group, which is the first company to affiliate themselves with Concensys, works internationally and nationally offering customer surveys, customer services and telemarketing services. Lena Fridlund-Forsgren, CTO at Concensys explains how and why they chose Concensys and Genesys, "The outstanding functionality of the Genesys solution compared to the competition, as well as the flexibility and advantageous cost structure of the IP Contact Center are important reasons for the Gallup Group's selection of the Concensys and Genesys solution. It allows Gallup to be completely geographically independent – the three contact centers can now operate as one virtual site operating the Genesys Universal Queue."

Fridlund-Forsgren continues, "This choice allows the Gallup Group to forgo expensive investments in areas such as hardware and technical solutions, allowing them to start operations immediately. Concensys and Genesys enable Gallup to provide a lot of new services to their customers including Web collaboration, Web call back and automatic reporting – which previously meant a lot of manual work for them. The latest technology is available to them but they only pay for what they use. Also it is easier for them to deal with one interface rather than lots of different vendors and partners, and this makes system configuration and integration much simpler for us all."

The Gallup Group has plans to eventually have 250 of its own agents on-site in Bollnäs, and Fridlund-Forsgren summarizes the underlying principles that brought them to the Genesys IP Contact Center Solution, "An IP-based contact center was the only way for us to provide a cost-effective service for our clients. The Genesys reputation, the multi-channel integration and the Universal Queue were all deciding factors. In reality, our clients can have the right agent with the right knowledge providing the best service, regardless of where they are based. In the future our clients can even use homeworkers – the right quality of agent is increasingly important wherever they are located."



**"We are deeply committed to Concensys and the idea of providing the most advanced contact center platform for contact centers, and we have found our partner in Genesys."**

*Hans Dunder,  
CEO, BNC*



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## The Future

Providing highly individual, tailor-made solutions for each client is an important part of the Concensys ideology. Most importantly, each company should be able to respond to their customer interactions both dynamically and efficiently, utilizing exactly the services and solutions they require. More and more, companies are understanding that contact centers are where much of the customer-to-business dialogue occurs and that customer contact and service needs to be prioritized and nurtured. Accessibility and flexible open hours are essential to meeting the requirements of customers, as is conducting communications according to the wishes and specific business rules of each company, where sometimes a phone call is sufficient and at other times e-mail, fax or text chat is preferable.

Besides the cost-effectiveness of the technology, it is likely that customer relations will be the one area where businesses will first be able to count their profits. A company which is flexible in terms of accessibility and allows customers to choose the required channel of interaction will sooner or later be able to measure customer appreciation not only in terms of loyalty but also in financial returns. Furthermore, agents will be able to work smarter as their communication tools are refined with the continued help of the Genesys IPCC solution, resulting in reduced costs for each customer contact and improved productivity and service levels.

BNC's Hans Dunder concludes; "Our ambition is to have contributed to creating 500 jobs in Bollnäs within five years and have attracted an equal number of clients who will use our services throughout Sweden. We are deeply committed to Concensys and the idea of providing the most advanced platform for contact centers, and we have found our partner in Genesys."

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