



**Expertise and Proven
Success Overshadow
Local Competitors**

OVERVIEW

INDUSTRY

Automotive

COMPANY PROFILE

Colmobil Corp is Israel's largest motor-vehicle importer and distributor. Colmobil is the sole distributor of Mitsubishi Motors in the Israeli market. It also represents Mercedes Benz, Smart and Hyundai Motors.

GOALS

Seamless integration between SAP (CRM) and Cisco (CTI) where agents are able to use a single user interface to manage all calls

SOLUTION

AMC Technology's Contact Canvas was used to provide accurate customer data automatically delivered to the agents CRM when answering calls.

BENEFITS

Colmobil saw increases in overall call center utilization, accuracy in the incoming call handling, and an increase in caller data updates by implementing Contact Canvas.

CASE STUDY

Colmobil Corporation + Contact Canvas™

Colmobil Corporation was looking for a seamless integration between their SAP CRM and CISCO UCCX CTI where the call center agents were able to use a single user interface (UI) to manage all incoming and outgoing calls. The process they were previously using was cumbersome and proven to increase the rate of mistakes. Gil Katz, CIO of Colmobil Corporation explains, "The agent had to jump back and forth from the CRM UI to the UCCX client (CAD) accept an incoming call in the CAD and then either copy data to the CRM, or search for the caller in the CRM database, either by number or by name."

When seeking information about CRM and CTI connectors, Colmobil was initially interested in using a local vendor on premise for technical help and support. However, the vendor only specialized in CTI integration, but was willing to develop a specific product for Colmobil. After speaking with AMC Technology, they preferred to use Contact Canvas™ because it was an experienced brand with proven positive results in CRM and CTI integration, despite the fact that help would be via telephone and email.

"Implementing AMC CTI integration laid solid foundations for a leap in Colmobil's Customer Interaction Centers behavior and performance."

- Gil Katz, CIO
Colmobil Corporation



“Increased CC agent utilization, Increased accuracy both in incoming call handling process and caller data updating. Those two effects increased caller satisfaction and reduced CC agents stress and attrition.”

- Gil Katz, CIO
Colmobil Corporation

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SOLUTION

AMC Technology Contact Canvas™ provided the ability for the correct CRM customer data to be automatically delivered to the Colmobil Corporation helpdesk agents when they answered a call. Access to caller data while handling the call provided additional efficiencies to call handling that resulted in saving seconds per call. Reducing the time spent on a call results in an increase in productivity, customer service and customer experience.

Integration between the CRM and CTI systems provided agents with call control, agent session management and screen pop technology based on the incoming callers' phone number. CTI integration provided the agents with call transfers, call conferencing and the click to dial ability inside the CRM. Because these abilities were now available to the agents, they were able to maintain their focus within the Salesforce CRM application for all of the customer service activities.

BENEFITS

AMC Technology's Contact Canvas™ for open CTI integration provided Colmobil's employees the ability to automatically generate cases from incoming calls, improving agents' productivity and eliminating the need to manually enter or look up information. Agents now have the ability to keep their focus on resolving callers' questions instead of data entry, which saves the call center valuable minutes and gives the caller a better customer service experience.

ABOUT AMC TECHNOLOGY

AMC Technology is a global leader in contact center and CRM integration with a vision for improving the customer experience through increased agent efficiency and personalization capabilities. With over 23 years of experience, AMC Technology leads the market in providing contact center integration expertise and best practices. AMC powers contact centers and customer interactions for companies around the globe through its certified platform – Contact Canvas™ and unparalleled expertise. AMC products are certified by technology partners and allows businesses to more effectively manage all types of customer relationships while delivering superior levels of customer service and improving productivity.