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Benefiting from a long experience, a focus on innovation and a continuous ability to change, while always serving a cultural and educational mission, SM is now one of the main editorial groups in Latin America.

SM defines itself as a cultural and educational project with two integrated areas of activity: SM companies publishing work, focused on content and services for the Education market, Religion, literature for children and young people; And the SM Foundation, that uses the editorial group's profits for philanthropy, namely to invest in improving the quality of education, and to make education and culture more available to the most disadvantaged segments of the society.

Grupo SM mission is no other than to contribute to people´s development through education and culture. Its vision is to be a relevant educational and cultural agent in Spain and Latin America through SM business activity and SM Foundation social work.

Grupo SM is present in 68 countries, with a total of 2.092 employees. To date, it sold 36,5 millions of books and it has a 283 million euros turnover.

> ***"SM Spain found in Altitude the partner to answer the need to improve the customer service processes in the contact center, integrate the customer contact channels with our customer management internal processes, achieving efficiency in the relation between the several departments involved in solving customers' issues and requests".***
>
> Miguel Ángel Barreiro – Contact Center Manager, Grupo SM

In Grupo SM, the backoffice manages processes, in which each interaction generates a ticket.

In 2013, SM faced the need to improve contact center efficiency with three main goals:

1. Integrate customers' communication channels: phone, mail and fax.

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2. Have a solution to integrate front and back office, focused on process management, to solve and answer a high number of issues and requests, on a daily basis;

3. Achieve these goals efficiently in a context of high seasonality. This means:

- To work in an operational model that would allow more flexibility in using the team resources, reducing the use of temporary employees;
- To have more and better metrics concerning service levels; productivity and quality performance.

Eventually, SM started to manage its backoffice using the Altitude Software Workflow solution. The Workflow "sees" the backoffice as an environment for managing processes in which each interaction creates a ticket that defines all the steps to follow-up and answer the request generated by the customer interaction. This allows for process management across departments ensuring that problems are solved without the contact center losing sight of the issue, keeping control of the customer interaction and relationship.

The tickets and process activities use advanced features to manage the whole customer service process:

- Prioritization;
- Skills allocation;
- Agents allocation;
- Add documents to the task;
- Alerts and KPIs management;
- Status management;
- Event management and automatic tasks: time-outs, wait-events, sub-process calls, …

Customer Profile

- Cultural and educational project with editorial and social work.
- Investment in improving the quality of education, and to make education and culture more available to the most disadvantaged segments of the society.
- More than 2.000 employees in 68 countries.
- 36,5 million books sold.
- 283 million euros turnover.

Project Profile

- Integrate customer communication channels
- Front and backoffice integration in key management processes.
- Achieve customer service goals efficiently in a context of high seasonality.
- The contact center supervisor has an integrated view on the status of any interaction on the backoffice.

SM's backoffice achieved more efficiency in process management, with two management modes: Pick-up and Push

The Altitude Software Workflow solution enabled SM's backoffice to achieve efficiency in process management has SM transformed its backoffice with more efficient, standardized processes.

For the contact center agent, to manage backoffice tasks with the Altitude solution, has enabled them to use the pick-up or push task management modes, while having a complete

and integrated view of tasks and issues. This makes it possible for the agent to reprioritize, rearrange and escalate tasks and issues.

There are also multiple advantages for the supervisor role. It provides him with an integrated view of an interactions' status in the backoffice, including who has the issue at hand in each moment. The tickets allow supervisors to also create fields to include metadata related to the management and resolution of the customer issue, in order to:

- Monitor, detect and act;
- Prioritize and reallocate;
- Evaluate delays and identify bottlenecks in order to improve processes and response times;
- Include fields with useful customer business information.

Benefits

- More efficient backoffice, in a standard environment.
- Backoffice configuration in two management models: Pick-up and Push.
- Possibility to reprogram and scale tasks.
- Complete vision of the interactions status.

Solution Profile

- Altitude Software Workflow

At present and thinking on future campaigns and services, SM is working with Altitude to:

- Enhance the telemarketing channel that SM started to use during 2015 to promote and sell products on our catalogue to education centers (SM is the first in the sector to use this channel). Altitude's outbound solution enabled SM to create a new sales channel and contributes to make the project profitable and accelerate the ROI;

- To develop a "2.0" Workflow model that allows to establish more complex and sophisticated workflows, aiming to:

    - Reduce response times, by allowing to associate each customer interaction that enters the backoffice to a single ticket that gathers all the necessary steps to solve the customer issue;

    - To make the most out of Altitude Workflow capabilities to automate more tasks that are usually executed by the agents (using complex tasks definition like wait events, trigger events, automated tasks and sub-processes and to boost the integrations with the ERP via WS)

"The solution is enabling us to better manage a strong business seasonality, in real time, while improving agent productivity and the use of agents competences, recurring to automatic routing and prioritization tools."

Miguel Ángel Barreiro – Contact Center Manager, SM Grup

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