HOW TO PROFIT FROM AN OMNICHANNEL CUSTOMER ENGAGEMENT SOLUTION FOR AN INBOUND AND OUTBOUND STRATEGY
Logic is a Portuguese company that has been working in the logistics sector since 2001. Its core business is outsourcing, developing solutions and logistics projects tailored to each business need, from the smallest companies to the largest multinationals.

Logic deployed a complete omnichannel customer engagement solution.

- 22,074,266 shipped units
- 219,052 orders
- 264,535 transported and distributed pallets

Logic was searching for:

1. Improving customer satisfaction to their three types of customers: insignia, stores or the final customer.
2. Flexibility to increase or reduce operations according to their seasonal needs.
3. A reliable and robust solution that improves operational performance, through real-time monitoring and reporting.

“Logic was looking for a partner, recognized in the market, that could give us a robust, adaptable, and scalable solution that met our needs.”

Pilar Rodrigues – Post Sales Manager, Logic
ALTITUDE XPERIENCE ENGAGEMENT ALLOWS LOGIC TO ANSWER SPECIFIC NEEDS, SUCH AS SEASONAL CAMPAIGNS, IN A VERY AGILE WAY

Project started January 2017, during high season, and it was completed in record time.

Training time was approximately 1 week for the first agents.

Agents were added as necessary during peak season.

No disruption in the contact center operation.

Handle approximately 700 interactions daily: voice and email.

Reduced answer times to all interactions.

“Altitude Xperience Engagement is a robust, adaptive tool with a reporting functionality totally adaptable to Logic’s KPI measurement and process analysis.”

Pedro Farinha – IT Manager, Logic

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