

A blurred, nighttime cityscape with illuminated buildings and streets, serving as the background for the text.

HOW TO IMPROVE CONTACT  
CENTER EFFICIENCY WHILE  
INTEGRATING DIFFERENT  
COMMUNICATION CHANNELS

# SM ESPAÑA CHOOSES ALTITUDE SOFTWARE WORKFLOW SOLUTION TO MANAGE ITS BACKOFFICE



SM is one of the main editorial groups in Latin America and integrates two areas of activity: SM companies publishing work and the SM Foundation, that uses the editorial group's profits for philanthropy. Grupo SM mission is to contribute to people's development through education and culture.



68  
countries



2.092  
employees



283 million  
euros turnover



Improve contact center efficiency with three main goals:

1

Integrate customers' communication channels: phone, mail and fax

2

Integrate front and back office with the ability to solve a high number of issues

3

Achieve these goals efficiently, having better metrics concerning productivity and quality performance



"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



## ALTITUDE WORKFLOW ENABLED SM'S BACKOFFICE TO IMPROVE THE EFFICIENCY IN MANAGING PROCESSES

### WHERE WE STARTED

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.

### WHAT WE ACHIEVED

- 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.

### WHAT'S AHEAD

SM is working with Altitude to

- Enhance the telemarketing channel, contributing to make the SM selling project profitable and accelerate the ROI
- Develop a workflow model that will establish more complex and sophisticated workflows, reducing response times and making the most out of Altitude Workflow capabilities

“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, Grupo SM

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