

**FOLHA DE SÃO PAULO
IMPROVES CUSTOMER SERVICE
MANAGEMENT WITH ALTITUDE
XPERIENCE SOLUTION**

FOLHA DE S.PAULO



THE COMPANY

Founded in 1921, Folha de S. Paulo is the largest circulation newspaper in Brazil among general interest daily newspapers since the 1980's. The circulation growth was built upon the newspaper's editorial principles: pluralism, non-partisanship, critical journalism and independence.



The newspaper circulation reached over 300.000 copies in the beginning of 2013



Owned by media group Grupo Folha, one of the most influential newspapers in Brazil



The first to make a significant investment in an online presence



PROJECT PROFILE

Folha de S. Paulo uses Altitude Software solutions since 1997. Back then, the company felt the need to have a more robust solution that would bring more agility to call center operations meeting new demands from telemarketing, collections & classified ads services.

To meet new business needs from a very dynamic contact center operation

Migration to the next version of Altitude Xperience

Provide better, more detailed and customized reports

Provide a more user friendly front-end

The overall goal was to enable better customer service



ALTITUDE SOLUTION UPDATE GENERATES SIGNIFICANT IMPROVEMENTS

“ We have experienced a significant improvement with the latest version of Altitude Xperience. Today we have more information and a better general overview that helps us improve operation management and better customize our services and campaigns. ”

(Elaine Gauzzi - Folha de S. Paulo Contact)

BUSINESS IMPROVEMENTS

- ▶ Increased customer satisfaction
- ▶ Decreased average handle time
- ▶ Agent Occupancy rate increased by 50%
- ▶ Unified interface and very flexible management tools
- ▶ Real time KPI's that enable immediate changes on ongoing campaigns
- ▶ More efficient and productive proactive customer service

SOLUTION BENEFITS PERCEIVED BY FOLHA DE SÃO PAULO

- ▶ Fast deployment
- ▶ Operational and business metrics that improve processes, increase productivity and maximize customer engagement
- ▶ Better allocation of resources, as the solution enables a more detailed customer view and better monitoring of campaigns
- ▶ Creation of reports that compare campaign and service performance, helping management and streamlining decision-making
- ▶ Unified, detailed view of customer history and interactions, customized for Folha's business needs

SOLUTION PROFILE

- ▶ Altitude Unified Agent Desktop
- ▶ Altitude uSupervisor
- ▶ Altitude Script Developer
- ▶ Altitude Fast Script Builder
- ▶ Altitude Unified Dialer

CONTACTS

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