

Who

www.rajapack.it

- Castel San Giovanni (PC) - Italy
- 15.5 M€ turnover 2016
- 20% growth YoY
- Member of Raja group, European leader in the distribution of packaging products

Situation

- Former presence of a traditional telephone system
- 30 operators provided sales and shipping information from 9am to 6pm
- Frequent service disruptions were registered, including episodes of complete disruption of half a day
- Absence of a support to cover the requirements of the business

Targets

- Resolve existing inefficiencies and guarantee a high availability service are a must
- A service monitoring system to prevent critical occurrences is required
- A support service to constantly work alongside with the Company over time

Imagicle solutions

- **Attendant Console**
- **Auto Attendant**
- **Queue Manager Enterprise**
- **Advanced Directory & Caller ID**

Results

- Successful switchover to Cisco BE6000
- Positive replication of the originally designed service structure
- Reduction of missed calls, up to 100 less missed calls in a day
- A support team of excellence you can always count on
- Operators can welcome customers with a smile, resulting in an increased production

Welcoming customers with a smile is now easier.

During the migration from a traditional telephone system to Cisco, Imagicle customer service helped Rajapack in both adding new features and getting rid of the disruptions caused by the previous system.

Europe's Packaging number 1.

RAJA group is a European reality counting 700.000 customers, with a warehouse of more than 200.000 M² and 10 distribution centers offering the highest range of packaging products.

The group has been in Italy for the last 10 years with Rajapack Italia, a young and dynamic structure composed of more than 50 employees and a turnover of 15.5M€, growing by 20% year over year.

A critical telephone business.

One of the main channels Rajapack is based on is the telephone one, counting several sales and shipping management enquiries with a customer service composed of 30 operators shifting from 9am to 6pm.

The telephone system Rajapack Italia was previously using forwarded incoming calls to 3 different queues according to the customer nature (comparing information with the Company database): new, inactive, active. In this last case, a menu was prompted so that the caller could choose between a sales or a shipping enquiry.



The need of a fresh communication system.

The used system was affected by frequent service disruptions, including events when the telephone services were completely down for half a day, furthermore without a support to fulfil customer's expectations.

All this accompanied both by the lack of a report tool to analyze operator's performances and the requirement of having a high availability service to guarantee a flawless work. This led the management to decide and replace their telephone infrastructure.



The applications

Blue's Attendant

Operator console

PC Operator console that makes life easier for all Company telephone operator (including blind and partially sighted operators), providing an easier way to manage incoming and outgoing calls.

Queue Manager Enterprise

ACD - Advanced Queueing

Incoming call handling and distribution system. Manages multiple queues and dispatches calls to operators according to a number of algorithms, providing customizable courtesy messages. Analyzes queue traffic and agent work also offering real time statistics.

Auto Attendant Module

IVR - Auto Attendant

Professional auto attendant service management module to easily design attendant menus to define the required behaviors and settings.

Speedy Enterprise

Directory, Caller ID and Click to call

Centralized Company directory management that provides all contacts and displays the caller ID directly on the phone or PC client.

Other applications included in the Suite

Imagicle Call Recording

The ideal solution to record and archive phone calls whenever you need to.

Imagicle StoneFax

A modern solution that virtualizes the use of old fashioned fax machines.

Imagicle Billy Blue's 4

The best solution to monitor and analyze telephone traffic thanks to intuitive reports.

Imagicle StoneLock

Allows to lock up company telephones to prevent unauthorized use and unexpected bills.



Imagicle Customer Service crucial to choosing the new telephone system.

After carefully considering several options available on the market, Rajapack Italia chose TIM Trunking Solution based on Cisco BE6000 communication system and Imagicle Unified Communication applications.

"As soon as we realized what Imagicle applications could do for our business" says Rajapack CFO Valeria Rosselli, "we immediately subscribed Cisco technology based TIM offer. For the moment we're using Imagicle Attendant Console and IVR system, but we're confident to start using the other applications included in the suite very soon."

Imagicle Customer Service applications (operator console for PC and MAC, call queueing management, IVR and directory service) allowed Rajapack to replicate the previously designed call management and add all previously missing features.

"Our customers are finally able to reach the correct operator in the shortest possible time, we're also able to monitor the performances of our service" adds Valeria Rosselli. "The pre-configured reports allow us to analyze call volume by queue, average waiting time, average call handling time, call distribution by operator and much more, help us deciding where to take countermeasures and prevent inefficiencies".

The system is fully redundant, so that we're fully confident not to miss any call even in case of technical difficulties".

"In the past we happened to miss up to 100 calls in a day. Today, thanks to Imagicle, that's just a bad memory"



Valeria Rosselli
Rajapack CFO

Operators can now do their job quickly, "efficient and happy" thanks to Imagicle operator console that allows easy incoming call management: operators can see queued up customers on a list, they know in advance the name of the calling customer, they can check the status of their colleagues and can search for a contact in all the Company directories, on the fly.

"A continuously developing business such as ours needs partners that can listen to us and can fulfil our requirements in real time" concludes Valeria Rosselli. "In Imagicle we have found a reliable partner sharing our same view to the future with pre- and after-sales services of an outstanding level".