



Germany | Media & Communication

360-degree marketing expert O.phon modernizes to multicloud

Client profile

For more than 20 years, O.phon GmbH has confidently provided personalized solutions with professionalism, creativity and authenticity. Each solution is specifically designed for the client, whether they need help with lead generation, customer communication or working directly with customers.

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Our projects also lacked transparency. And it was even becoming difficult to implement new customer requirements.”

Daniel Kubein,
Head of Operations &
Performance at O.phon GmbH

Summary

O.phon GmbH are experts in coming up with unique marketing solutions. However, their call center platform wasn’t keeping up with their clients’ expectations of multichannel digital processing or the demand for outbound campaigns and reliable call-back services. They needed a solution that would seamlessly integrate voice and digital channels to support agents, satisfy customers and deliver better overall business outcomes.

It was time to allow remote work and move the call center and campaigns to the cloud. Migrating to Genesys Cloud provided a modern platform for office telephony, customer service and market research, as well as quality and workforce management.

Vision

Moving from on-premises infrastructure to integration

O.phon GmbH and its affiliates are in the business of creating tailored 360-degree marketing for their clients. They handle anything from marketing and sales strategies to concepts and analyses to campaign management.

O.phon also runs an in-house service center that supports both businesses (B2B) and their end customers (B2C). They wanted businesses and customers to be able to use any modern communication channel to contact them. The company analyses target markets and groups to create each campaign and generate leads. From digital marketing to mailing fulfilment, O.phon ties all the marketing elements together.

“As a company, we faced numerous challenges. The solution we had at the time did not allow for remote working. We could not integrate processing across all the different digital channels. Our projects also lacked transparency. And it was even becoming difficult to implement new customer requirements,” explains Daniel Kubein, Head of Operations and Performance at O.phon.

New customer requirements involved rethinking, adapting and even reprogramming parts of the system. And since there was no technical interface to tie all the customer projects together, it was difficult to optimize campaigns and measure key performance indicators.

It was time to modernize and switch from outdated on-premises infrastructure to a modern cloud environment for office telephony, customer service and market research.



Which technologies?

- Genesys Cloud CX

Which partners?

- Genesys

“With the choice of Genesys’ highly integrative cloud solution and its implementation by our partner NTT, we were able to overcome all previous challenges in a record three months. With this solution, we’ve laid the foundation for the future business areas of O.phon and our associated companies.”

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Transformation**Enabling remote working, omnichannel communication and integration**

The move to the cloud had to be quick and efficient. The migration to a cloud-based user experience and telephony solution had to happen fast due to the COVID-19 pandemic. Instead of employees having to be in the office to deliver services, they had to be able to work remotely during lockdowns. The move also needed to cater for a significant number of people, including employees, O.phon’s business clients and, in turn, their customers.

Together, we chose Genesys Cloud CX as O.phon’s contact center solution. NTT rolled this out for them at several locations in Germany. We deployed, implemented this omnichannel cloud solution and trained employees on how to use it.

The integrated solution offers a single dashboard to view all conversations in one place (such as voice, email, chat and social media). They can now oversee customer experiences and manage workflow engagement. Artificial intelligence takes over routine tasks and uses data to provide essential insights.

By using a single solution and training users on it before it went live, employees could now work more efficiently, meet client requests and weather COVID-19 restrictions.

Results**With migration, O.phon is on Genesys Cloud 9**

The result is impressive. O.phon now has a stable and fail-safe platform that allows easy administration and even faster project implementation. They can now offer its customers a reliable, integrated service around the clock, regardless of location.

Enhanced employee satisfaction

Employee satisfaction notably increased once employees were able to work from anywhere with access to a solution that’s fast and easy to use.

Improved response times

With the new solution, support requests can be processed up to 64% faster than using the previous system.

Reserves to deal with unexpected traffic

The system has sufficient reserves to deal with unexpected load peaks of up to five times the usual transaction value.

Transparency leads to quality

The call center solution centralises all the information and makes it easier to follow projects and monitor their quality. Being able to evaluate service level agreements (SLAs) improves quality assurance.

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