

# SITEL France Enhances Customer Satisfaction and Increases Revenue and Services

## SITEL

SITEL France  
Paris, France  
www.sitel.com

**Industry:**  
Professional Services

**Employees:**  
1,000

**Oracle Products & Services:**  
Siebel Call Center  
Oracle Database

### Key Benefits:

- Enhanced customer satisfaction and loyalty
- Increased revenues for clients' products and services
- Created a fully configured client contact systems in days
- Gained the ability to manage up to 10,000 customer inquiries per day
- Gained the ability to support multilingual, multichannel contact centers

*“Using Oracle’s Siebel Call Center, we can approach every customer interaction as an opportunity to build brand value and strengthen a customer relationship.” – Isabelle Bussel, Managing Director, SITEL France*

SITEL is a leading global provider of outsourced customer support services to clients in the automotive, consumer, financial services, insurance, technology, telecommunications, and utility industries. SITEL France was launched in 1998 through the acquisition of a recognized French operator. Today, the company operates three contact centers--two in France and one in Morocco. It also provides contact center services on clients' premises. Collectively, the French subsidiary employs more than 1,000 staff members and manages more than 1,200 workstations

It should come as no surprise to find that one of the world's largest operators of call centers relies on the world's most successful customer relationship management (CRM) software.

SITEL France has been using Oracle's Siebel Call Center almost from the day the company was launched. “We enjoy a long-term, dynamic relationship with Oracle [Siebel] in France,” said Isabelle Bussel, managing director. “SITEL first began using Siebel Call Center almost 10 years ago in its U.S. operations. Today, numerous other international territories have also chosen Siebel Call Center simply because it is the most comprehensive, scalable, and easy-to-use CRM solution available on the market.”

This enthusiasm is shared by SITEL France's clients. Companies from industries as diverse as IT, telecommunications, finance, and food and health have all been drawn to SITEL's integrated multichannel customer service programs. These programs blend

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Isabelle Bussel  
Managing Director  
SITEL France

global expertise in state-of-the-art contact center technology with a best-practice approach to human resources, training, project implementation, and performance management.

### **A Single, Comprehensive View**

SITEL France has deployed Siebel Call Center to more than 550 agents in all of its contact centers. It provides agents with a single, comprehensive view of customers across any channel, including the internet, telephone, traditional postal mail, fax, and the French Minitel communications system. On average, call center agents will manage up to 10,000 in-bound and out-bound inquiries each day. Agents can also manage these inquiries in multiple languages, including most European languages.

The company primarily uses Siebel Call Center to provide outsourced customer care and technical support. Using Siebel Call Center, agents have a single, comprehensive view of each and every end-user customer’s profile and the history of all communications, orders, billing, and much more. This capability enables agents to efficiently receive, log, and track a multitude of different service requests--and resolve them within the time frame agreed upon as part of the outsourced service contract. Agents can track and correct product quality issues and manage contracts. Frequently asked questions (FAQs) and knowledge databases also help accelerate inquiry resolution. “With some clients, we regularly add these FAQs to the customer’s own corporate Web site,” Bussel said.

All of this means that inquiries as diverse as “Can you tell me about the ingredients in this breakfast cereal?” and “Please send me literature on your recently promoted life insurance offer,” to “My PC won’t boot up, can you help me?” and “What is the status of my mobile phone bill?” are resolved quickly and to the satisfaction of the customer.

### **Ensuring Client Confidence**

A leading consumer goods company relies on SITEL France to provide its customer care, and this arrangement illustrates the complexity of some of the contact center solutions. SITEL needs to support a multitude of different product lines, each with its own inquiry line, type of inquiry, and different customer base. These product lines are continually evolving and their packaging is regularly updated. All of these changes are recorded and profiled in the Siebel system. Highly skilled dietician agents need to be able to respond to customer inquiries. And if a food crisis arises, SITEL needs to be instantly prepared for a sudden growth in call volumes.

“Siebel Call Center takes all of this in stride. Automated workflow, tracking and measuring performance, support for multiple channels, and seamless scalability have all helped SITEL satisfy even the most demanding client needs,” said Sylvain Debeaulieu, development and reporting coordinator for SITEL France.

### **Multilingual, Multichannel Customer Care Solution**

SITEL recently won an award for the multilingual 24x7 technical support service it provides on behalf of a leading mobile phone operator. Within three days of the client signing the contract, SITEL had a multilingual, multichannel customer care solution live on Siebel Call Center.

When a customer of this mobile operator calls, Siebel’s computer telephony integration (CTI) capabilities automatically route the call to the agent, based on the language spoken, and the agent’s expertise and availability. The system uses screen pops to display all the details about the customer, which means the caller does not need to repeat basic contact information. The majority of these calls are from customers having difficulty in obtaining a Wi-Fi connection between their mobile device and PC, either at an airport or in a hotel. Using onscreen prompts, the SITEL agent can guide the customer through the connection process. The unified customer view also enables agents to validate the equipment the customer is using, determine if the network is performing correctly, and perform a diagnostics test.

Siebel Call Center also provides a formidable advantage on the customer acquisition side of the business. There are hundreds of French and multinational companies who outsource their telesales and telemarketing campaigns to SITEL. Within days of receiving a brief for a sales campaign, SITEL can have a team of dedicated multilingual agents live on the system--executing closely targeted sales and marketing campaigns, tracking opportunities, and efficiently reporting every day back to the client on how sales are performing.

A single, unified screen provides a near real-time view of target accounts and individuals, historical contact with SITEL (or the end user customer), and areas each target is interested in. E-mail can be managed just as easily as telephone sales. For example, e-mails can be automatically assigned, matched to individual agents' experience and expertise, and consistently personalized using predefined templates.

"Customer service has become the number one brand differentiator in today's market," Bussel concluded. "Yesterday's call center has become today's customer contact center. This change from a cost center to a value-added profit center has enabled our clients to build rewarding relationships on a one-to-one basis with their customers and increase their lifetime value. Using Siebel Call Center, we can approach every customer interaction as an opportunity to build brand value and strengthen a customer relationship."

### **Why Oracle?**

For Richard Zirmi, IT director for SITEL France, it's the flexibility of Siebel Call Center that makes it so appealing.

"SITEL is really satisfied with the flexibility and breadth of functionality provided by Siebel Call Center," he said. "When some clients come to SITEL, they have a small contact center program they need us to manage, with limited functionality. As it succeeds, they want to add more product lines, more company divisions, and more territories. The flexible design of Siebel Call Center means we can add this functionality very quickly. As our clients' needs evolve, Siebel Call Center lets us accommodate them."

“Almost all of the clients that choose SITEL have heard of Oracle [Siebel]--it’s a real selling point of our outsourced customer support services,” Bussel said. “In a few isolated instances, customers have commented that the system is too complex and difficult to deploy. To counteract this, we provide them with real-world case histories, where time and again we have launched a Siebel-based operation in only a few days. Rapid deployment is a cornerstone of our business, as most clients come to SITEL with a project that needs to be deployed very quickly. In terms of fast rollout, Oracle’s Siebel Call Center never lets us down.”

#### **Advice from SITEL France**

- Secure senior executive sponsorship
- Leverage out-of-the-box functionality
- Avoid program scope creep

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