



## Customer Contact Management System



### The Summary

Client wanted a single point of contact of the customer for all shipping related business and status queries. AG Technologies developed Customer Contact Management System (CCM). The solution comprised of a telephony application supporting a call workflow and linked to the telephone switch.

### The Client

Our client is one of the largest liner shipping companies in the world, serving customers across the globe.

### The Business Requirement

A single point of contact was requisite to the customer for all shipping related business and status queries.

### The Solution

A Customer Contact Management System (CCM) was developed to meet the need. The solution comprised of a telephony application supporting a call workflow and linked to the telephone switch. The customer care agents who serve entire country's clients agency offices apply the solution offering the customer a single point of contact for all shipping business related and status queries.

A windows service was developed to extract customer details from WebSphere MQ Series messages (as it is already installed for messaging). The customer details passed in the WebSphere MQ Series messages gets added into the database.

Re-Designed existing COM components and converted them into C# wherever required for application stability, exception handling, logging support & better maintenance & extensibility. Used COM interoperability for the core COM components & facilitated reuse of the existing code base.

Besides this, the Customer Contact Management System (CCM) supports following functions:

- Transfer calls (Call escalation)
- Conference calls (Normal Call)
- Reports (Agent wise, BL/Container No. wise)
- Grouping of users of the system
- Automatic caller ID detection

### Project Summary

**Industry:** Logistics

**Client Profile:** Largest liner shipping companies in the world

### Business Requirements:

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### Solutions:

AG Technologies developed Customer Contact Management System (CCM). The solution comprised of a telephony application supporting a call workflow

### Solution Benefits

- Automation of the inbound and outbound call
- Synchronization with the global client database



## The Solution Benefit

- Automation of the inbound and outbound call coming from telephone switch using information like caller ID of the customer lead to more productive time of the call agents and less of error in entry of the same when manual.
- Soft key options to perform call escalation, call transfer, conferencing, etc.
- Synchronization of the telephone switches information with the application database.
- Synchronization with the global client database.
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- Conversion from VB/COM code to C# code has resulted in the application becoming easy to maintain, deploy & extend.