



Case Study

# UCALL

#AllOn





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# UCALL

## Challenge

Finding a web-based and cloud-based solution that gives operations the agility and autonomy necessary to follow the dynamics of our customers' business. This includes ensuring all omnichannel features of the customer's business as well as a complete view of the customer while maintaining the essential requirements for excellent customer service experience.

## Solution

The GoContact platform is a stable, omnichannel and Cloud platform, which allows agents to be agile and work from home or the office. Thus, they have the necessary autonomy to make changes to campaigns in real time without having to resort to teams' techniques.

## Results

Greater contextualization of the customer allows for greater personalization of service, real-time monitoring of data and analysis, and autonomy in obtaining information while monitoring the operation. It also provides agility to make changes to customer operations.



# UCALL - #AllOn

Ucall is the leading Contact Center and Customer Experience company in Angola.

With 13 years of experience, a solid presence in the market and a portfolio of prestigious clients in the most diverse sectors of activity, Ucall's success is intrinsically linked to the success of its clients. It is the result of the unique combination of two factors: a resilient team, powered by positive energy, and a drive for continuous improvement and technological innovation.

Its Contact Center solutions, based on voice and digital channels, are unequivocally the core of its business, and are strengthened by a set of integrated digital solutions, namely Service Automation through Artificial Intelligence, Business Intelligence, among others.

Ucall has been diversifying its portfolio through the provision of consultancy and training services in the area of Customer Experience and its outsourcing solutions with specialized resources.

Providing a service guided by high security standards, Ucall's vocation as a specialized partner is to provide the best experience to customers, through digital and efficient processes, systems and communication flows which allows its partners to focus on their business.



A call center office with several employees working at computer workstations. The employees are wearing headsets and masks. The office has a modern design with large windows and a clean, organized layout. The text is overlaid on the image in a white, bold font.

**“This flexibility allows operations to have the necessary autonomy to adjust to the dynamics of the business, as each customer is different, and each sector also has its specificities.”**

# The importance of the Contact Center for a BPO like Ucall

Ucall provides Contact Center services in the Angolan market, they are market leaders with more than 50 operations and with the most prestigious customers in the main sectors. In addition, Ucall represents GoContact in Angola, so, in addition to using the platform in their operations, they also offer licensing of the technological solution to companies that want to have their own in-house Contact Center. Moreover, companies are using Ucall for licensing and complementary services such as training, consulting and reporting.

The high availability and security of the service are essential for Ucall to provide a high-quality service to its customers. In addition, they emphasize the agility of the software because it allows for quick configuring and changing of campaigns without needing a specialized IT team. This flexibility allows operations to have the necessary autonomy to adjust to the dynamics of the business, as each customer is different, and each sector also has its specificities. They also need omnichannel solutions to help satisfy the demands of customers in today's world.

Since the core of Ucall is Customer Experience, they need software that provides the best experience in any interaction, regardless of the communication channel. With the implementation of GoContact, they provide their customers with new service channels and guarantee the automation of several processes, such as the automatic IVR.







# GoContact's choice

Ucall was dependent on a team dedicated solely to supporting the service platform (such as reporting, systems maintenance, etc...).

They searched the market for a turnkey solution that would guarantee the agility and scalability they needed to meet the demands of their customers. With GoContact, they were able to transform operations into the platform managers themselves, with an agile but mainly autonomous operations team to manage the platform from start to finish and customize it according to the specifics of each partner.

**“Choosing GoContact as a Partner is betting on a technological solution that allows us to continuously innovate and keep up with the trends of the best in terms of Customer Experience”**

Mário Tazi, Director of Operations at Ucall.

## A big change with visible results

Greater agility in the monitoring and management of operations led to the transformation and redefinition of new processes in the management of Ucall's attendance, as well as the use of new functionalities, such as the transfer of calls. Thanks to call transfer, teams can transfer calls to a 2nd helpline or establish conference calls between agent, customer and supervisor. They are also now able to add files through written channels, which was not possible before, among other features.

**“...they found a huge success by adopting GoContact, because it is a web-based platform, which made it possible to mobilize assistants and get them to work from home in a simple, fast and safe way. “**

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Ucall is now able to provide more customized, personalized and humane service to customers thanks to the customer contextualization that the platform provides and the parameterization of the various relevant information.

In the face of any challenge, they are able to react quickly because of real time analytics which allow them to monitor deviations and seamlessly correct any flaws in campaigns.

Through the uncertainty of the pandemic, they found a huge success by adopting GoContact, because it is a web-based platform, which made it possible to mobilize assistants and get them to work from home in a simple, fast and safe way.

In short, omnichannel and customer contextualization on the platform has decisively contributed to customer satisfaction, with more productive and more informed teams.

**“We increased our operational capacity by around 15% thanks to GoContact, which translated into around 2 million more calls answered per year”**

Mário Tazi, Director of Operations at Ucall.





# After all, the Customer is what matters most.

“A leading company always has the challenge and responsibility of being ahead of the market, setting the pace of innovation in the sector. Our customers are market leaders in the sector in which they operate and identify Ucall as the right partner to deliver the best experience to their customers.”

Mário Tazi, Director of Operations at Ucall.

Like Ucall, every company should care about the customer experience because it is what matters most to ensure the success of a business.

The customer experience is continuously evolving and several improvements have been made. Such as client autonomy when it comes to obtaining information in real time, and being able to follow the operation. Furthermore, customers report the ease of exporting reports and autonomously auditing calls.

On the other hand, there is also concern for the experience of end customers, the customers of their customers. Nevertheless, improvements have been made for them as well because they now have many different ways to contact the company and receive help, which increases overall satisfaction levels.

Satisfaction surveys are handed out at the end of each customer interaction which allows the business to understand how satisfied their customers are and what changes should be made.



# Customer Testimony



“At Ucall, customer service software is not just software, it is, along with our People, one of our competitive advantages. Choosing GoContact as a partner is betting on a technological solution that allows us to innovate and keep up with the trends of what the customer experience is: a diverse range of digital services that contribute to a unique experience for not only the customer but also for the employee.”

**Mário Tazi, Director of Operations at Ucall.**



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