

broadvoice

powered by  contact

Case Study



**ManpowerGroup
Solutions**

Powering Your Success
is Humanly Possible



ManpowerGroup®
Solutions

“ManpowerGroup®, the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing, and managing the talent that enables them to win.”

Case Study: ManpowerGroup Solutions

Challenge

Find a solution that enables more effective management in handling interactions across all channels to reduce costs and optimize the customer’s performance.

Solution

Implement GoContact for ManpowerGroup Solutions’ customer Worten. Provide an omnichannel view and integration, in a single interface, of all interactions of the various channels, combined with integrated statistics and real-time reporting to control the Contact Center’s performance.

Results

Reduction of costs, optimization of the Contact Center’s performance and activities, and real-time access to all client interaction records allow customer service customization and ensure a better response to each customer’s needs.

“To meet consumer expectations, Worten wanted an omnichannel platform and Manpower worked with GoContact to meet these needs.”

ManpowerGroup - Powering Your Success is Humanly Possible

ManpowerGroup is a leading global workforce solutions company, helping organizations keep up with a fast-changing world by sourcing, assessing, developing, and managing winning talent for companies.

Developers at ManpowerGroup create innovative solutions for hundreds and thousands of organizations every year, providing them with skilled talent while finding meaningful and sustainable employment for millions of people across a wide range of industries and skills. Their expert family of brands—Manpower, Experis, and Talent Solutions— creates greater value for candidates and clients across eighty countries and territories and has done so for over seventy years. In 2019, Fortune named ManpowerGroup to its Most Admired Companies list for the seventeenth year and to its World’s Most Ethical Companies list for the tenth year, confirming the companies’ position as the most trusted brand in the industry.

The Importance of the Contact Center for Manpower’s Client

To meet consumer expectations, Worten wanted an omnichannel platform and Manpower worked with GoContact to meet these needs. There was also a desire to integrate the physical world with the digital world, providing digital platforms and physical stores with more personalized and specialized services to enhance the overall shopping experience.

Therefore, the Contact Center was the best solution for Worten. Using the contact center, Worten was able to offer more personalized customer service by allowing agents to interact with customers through different communication channels. Now Worten has a contact center with which consumers have access to multiple types of communication channels, including phone, email, webchat, social networks, and SMS.



“The ability to interact with customers, in the different channels, allows us to offer a more personalized service and create bridges between different forms of e-communication.”

“GoContact helped ManpowerGroup Solutions fill several gaps in their contact center, most importantly the need for an omnichannel experience.”

Improving the Contact Center with GoContact

Before implementing GoContact, Worten lacked multichannel communication making it harder to easily access customer information.

To solve this challenge, ManpowerGroup Solutions became Worten’s contact center service provider. Working with GoContact, the process lasted about seven weeks and registered no downtimes throughout the entire period. These developments and configurations allowed optimization of the operations and IT teams’ work, guaranteeing a timelier response in line with Worten’s changing business needs.

The implementation of GoContact filled several gaps, most importantly the need for an omnichannel vision. All functions and communication channels of Worten’s contact center (voice, tickets, and social networks) were easily integrated which allowed Worten to improve the customer experience.

GoContact configured multilevel IVR, which allowed customers to interact with the best agent for their request. The configuration of callbacks and voicemail also allowed customers to leave their contact details and receive a call later. To guarantee interaction with customers in the Spanish market, we also integrated with SIP trunks, allowing calls to be made using native Spanish numbering.

Agent Impact

GoContact has provided agents with an overview of client records, monitoring of their own performances, and access to a smart system for managing breaks. For the agents, the omnichannel approach has enhanced the quality of their interactions and improved the customer service experience.

“The implementation of GoContact in the ManpowerGroup Solutions project had a significant impact on Worten’s Contact Center, which allowed the company to approach its customers and meet their needs and expectations.”

Supervisors’ Impact

Similarly, for supervisors, GoContact has enabled easily accessible real-time analysis within a single interface, significantly improving operations management and corresponding service levels.

The Impact of a Closer Relationship with Customers

The implementation of GoContact into the ManpowerGroup Solutions project had a significant impact on Worten’s contact center and allowed the company to better serve its customers by meeting their needs and expectations.

Furthermore, the integration of all channels into a single interface, with access to the history of customer interactions in real time, made it possible to personalize the service experience and guarantee the best solution for each customer.

The delivery of all interactions further allowed for improved management and increased focus on business priorities to achieve the desired SLAs. The implemented automations resulted in the reduction of human error, as well as the reduction of idle time in existing processes.

Additionally, the integrated solution resulted in increased efficiency in the management and handling of all activities in Worten’s contact center, resulting in reduced costs and a significantly optimized performance.

Client testimony

“With GoContact, we are able to integrate all our communication channels, including voice, tickets, and social networks without needing additional resources. This omnichannel offering has helped us improve our entire customer service experience.”

Hélder Gama – Senior Coordinator, Manpower Solutions





broadvoice

powered by  contact

www.gocontact.com

About GoContact:

GoContact is a native cloud Contact Center as a Service solution, with omnichannel and artificial intelligence integrated solutions.

GoContact provides all the functionality of a latest generation, complete, robust, and integrated Contact Center platform such as IPBX, IVR, Inbound / Outbound Services, Scripts, Tickets, Chat, CRM, Reporting / Analytics, Quality, E-learning, SMS, and Text to Speech, among others.