



CASE STUDY

MANPOWERGROUP SOLUTIONS

POWERING YOUR SUCCESS
IS HUMANLY POSSIBLE

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“ManpowerGroup Solutions is a leading global workforce solutions company that strives to help organizations keep up with the fast-changing world by sourcing, assessing, developing, and managing the talent that enables companies to win.”



THE CHALLENGE

Find a solution that allows multi-channel interactions to be managed effectively, reduces costs, and optimizes the customer's experience.



THE SOLUTION

Implement Broadvoice CCaaS in Worten (a customer of ManpowerGroup Solutions), provide an omnichannel view of all interactions, integrate interactions across multiple channels in a single interface, and provide statistics and real-time reporting to monitor and improve the contact center's performance.



THE RESULTS

Broadvoice CCaaS reduced costs, optimized the contact center's performance and activities, and provided real-time access to all client interaction records. This allowed for customized customer service and improved responses to customer needs.

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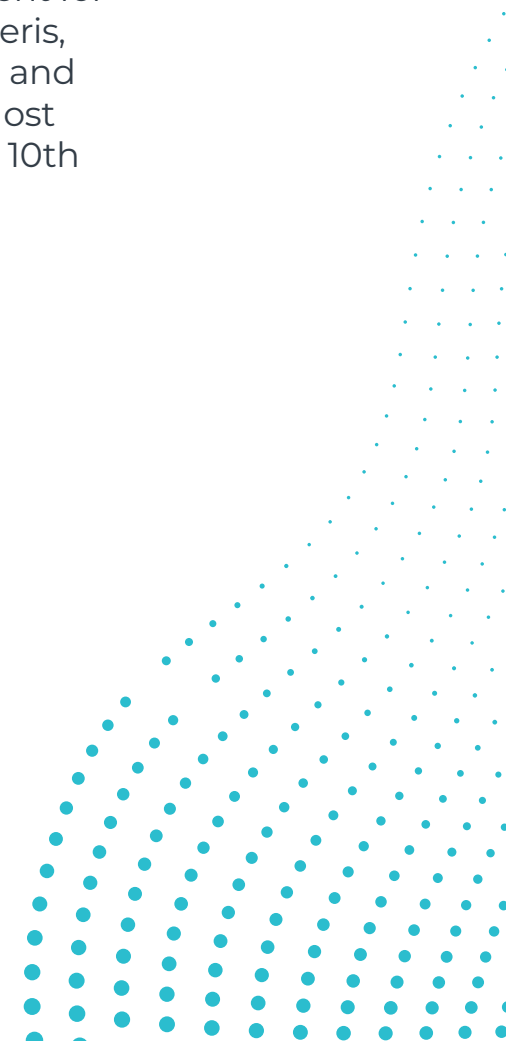
“The ability to interact with customers on different channels allows the company to offer more customized services and create bridges between communications channels.”

MANPOWERGROUP SOLUTIONS: POWERING YOUR SUCCESS IS HUMANLY POSSIBLE

ManpowerGroup Solutions is a leading global workforce solutions company that strives to help organizations keep up with the fast-changing world by sourcing, assessing, developing, and managing the talent that enables companies to win.

ManpowerGroup Solutions develops innovative solutions for thousands of organizations every year and provides skilled talent to companies while finding meaningful and sustainable employment for millions across a range of industries and skills. Their expert family of brands — Manpower, Experis, and Talent Solutions — has been creating value for candidates and clients across 80 countries and territories for over 70 years. In 2019, ManpowerGroup Solutions was named one of Fortune's 'Most Admired Companies' for the 17th year and one of the 'World's Most Ethical Companies' for the 10th year, confirming the company's position as the most trusted brand in the industry.

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THE IMPORTANCE OF CONTACT CENTERS FOR WORTEN

Worten is committed to obtaining an omnichannel view of its customers to meet evolving customer expectations. They have concerns about integrating the physical world with the digital world, providing digital platforms and physical stores with personalized and specialized services, and facilitating unique and differentiated shopping experiences. ManpowerGroup Solutions meets the need for an omnichannel strategy with Broadvoice CCaaS.

A contact center appears to be the perfect solution given the various projects and challenges Worten has in its pipeline. The ability to interact with customers on different channels allows the company to offer more customized services and create bridges between communications channels. Through ManpowerGroup Solutions, Worten's contact center has access to multiple communication channels such as phone, email, webchat, social media, and SMS.





**“With Broadvoice CCaaS,
ManpowerGroup Solutions met Worten’s need for omnichannel capabilities.”**

IMPROVING WORTEN'S CONTACT CENTER

Before implementing Broadvoice CCaaS, Worten's contact center lacked omnichannel communications, making it difficult to access customer information. With Broadvoice CCaaS, ManpowerGroup Solutions met Worten's need for omnichannel capabilities — all communications channels, including voice, help tickets, and social media messages, were integrated into a single all-in-one platform, allowing customer interactions to be improved and customized.

With the help of Broadvoice CCaaS, multi-level IVR was configured, allowing customers to interact with the most suitable agent for their request. Broadvoice CCaaS was also able to configure callbacks and voicemail, which enables customers to leave their contact information and receive a return call. To guarantee customer interactions in the Spanish market, SIP Trunking was also implemented, allowing calls to be made using native Spanish numbering.

Worten also registered 0 percent downtime throughout the 7-week partnership with Broadvoice CCaaS and ManpowerGroup Solutions. This optimized operations and IT work and guaranteed faster responses.



IMPACT ON AGENTS

For agents, this omnichannel approach has enhanced the quality of their interactions with customers and improved the customer service experience. Broadvoice CCaaS has provided agents with an overview of client records, allowed them to monitor their performance, and given them access to an intelligent system for managing their work breaks.



IMPACT ON SUPERVISORS

Similarly, Broadvoice CCaaS has enabled supervisors to easily access real-time data results and analyses in a single interface, which has improved operations management and the corresponding service levels.

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CLOSER CUSTOMER RELATIONSHIPS

Implementing Broadvoice CCaaS had a significant impact on Worten's contact center, allowing the company to approach its customers and meet their needs and expectations.

Integrating all communications channels in a single interface with access to customer interaction histories in real-time made it possible to create personalized service experiences while guaranteeing the best solution for each customer.

Matching interactions with each agent's skillset and delivering interactions intelligently increased the focus on achieving the desired SLAs, and adding automation led to a reduced number of human errors and increased productivity and efficiency.

This solution increased efficiencies in managing Worten's contact center, reduced costs, and optimized performance.



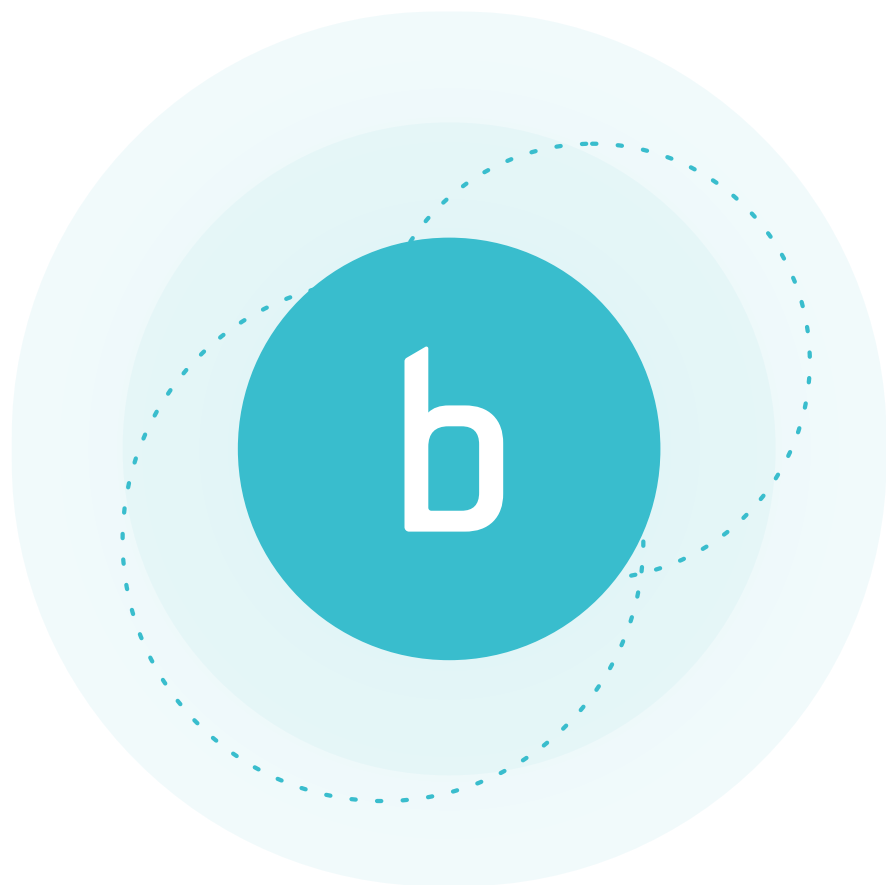


CLIENT TESTIMONY

“With Broadvoice CCaaS, we integrated several communications channels, such as voice, help tickets, and social media messages, without relying on other platforms. The omnichannel capabilities of Broadvoice CCaaS have improved our customer service experience.”



Hélder Gama, Senior Coordinator of ManpowerGroup Solutions



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