

AgentOne® for demanding customers

Communication as an „all-in-one“ solution: how „hessnatur“ delivers outstanding customer service - thanks to Sikom Software GmbH

When everything took off in 1976, a call center was not needed: Heinz and Dorothea Hess had just had their son - and they wanted him to grow up without chemicals in his clothing. That was the birth of „hessnatur“: in the first catalogue, neighbours, friends and relatives appeared as „models“; the devotees would meet in the family home's basement to pack parcels or write bills ...

hessnatur

In 2017, the picture has completely changed: „hessnatur“ has 520,000 „active customers“, manages one million current addresses and sends 50,000 packages a month. These figures also show just how important the services of Sikom Software GmbH have become: „hessnatur“ sells only a small part of its goods through classic retail operations, the lion's share finds its way to the customer via telephone orders and e-commerce. Such a system can only be profitable if the communication with the customers works really well. This task is in very good hands with Sikom.

Plus: despite all the expansion, the mail order company is sticking to its fundamental promise of a sustainable business model in its textile sector: the company ensures that suppliers in the textiles' supply chain adhere to social, economic and ecological standards. The website states: „Modern, sustainable, fair: In the production of our fashion, we act in harmony with humans, animals and the environment. That's our contribution to a better world. „



hessnatur – Headquarters in Butzbach

In order to make this contribution, „hessnatur“ has joined forces with a strong partner, Sikom, to handle communication with its customers at the highest level. The AgentOne® ContactCenter Suite has been their first choice to ensure that the ever-growing volume of e-mails, calls and letters would be easy to handle. „We work primarily with an in-house solution,“ explains Harald Goßler, Head of Customer Care at „hessnatur“. This means: in the core times, their own employees take care of communication with customers; in the remaining time an external service provider steps in. The geographic distribution of the workplaces is interesting: a large proportion of employees answer the phone at the Butzbach headquarters near Gießen; but there is also a smaller department in Langenthal, in the Bernese Land, Switzerland.



Harald Goßler, Head of Customer Care at hessnatur

Sikom's AgentOne® represents an „all-in-one“ solution: all modern communication channels are bundled: telephone, e-mail and correspondence. The call center solution portfolio also includes social media inquiries.

„Thanks to Sikom, we are prepared for the future,“ says Goßler.

The cooperation between the ecological textile mail order company and Sikom Software GmbH began in 2011. This was just seven years ago, but back then it was not yet usual for call centers to save and evaluate their „contact history“.

It was a big step for hessnatur, which the IT company from Heidelberg supported step by step. Suddenly it was possible to understand exactly what communication had already taken place with a customer in the past. When did the customer call or what was the content of her last e-mail? Which colleague had talked to her and what was agreed? A big gain for the service quality of „hessnatur“ - and an innovative achievement of Sikom, which was a step ahead of its time ...

Another important point for the mail order company: Sikom's software is not proprietary - and therefore compatible with different phone systems. Any form of IT infrastructure is accessible, because suitable interfaces are available - and can be programmed accordingly.

Today, the mail order company uses all the possibilities of modern technology, such as the „shadow agent“ that Sikom uses in AgentOne®. Goßler is enthusiastic: „When a call comes in, it interrupts the writing process to an e-mail, the preliminary result is frozen.“ When the call is finished, the agent returns to his writing task. „He continues exactly where he left off,“ says Goßler. Naturally, this increases the flexibility of the processes, even if not all employees have to consent to take part. Hence, participation is voluntary, explains the executive.

He was also extremely satisfied with the implementation of the Sikom software: „Sikom staff have always looked for short ways to solve problems.“ This is a „very good cooperation“.

About Sikom

Sikom Software GmbH is the leading manufacturer of contact center solutions and automated voice applications. Based on open standards, Sikom produces powerful and future-proof solutions for the optimization of communication processes in all industries.

Core products of its comprehensive portfolio include the multi-award-winning VoiceMan® multimodal voice recognition system, the ContactCenter Suite AgentOne® and the AgentOne Dialer® for efficient outbound communication.

In addition to numerous other awards, Sikom is a laureate of the Sustainability Award of the Innovation Award of the German Economy 2010 (Innovationspreis der deutschen Wirtschaft). Through strong partnerships, e.g. with large research projects with universities and industrial partners, Sikom has been very successful.

Its customers include companies such as Telekom, INTER Versicherungen (insurance), Bausparkasse Schwäbisch Hall (building society), Techem, Hess Natur, Munich Airport, numerous utility companies, banks and savings banks as well as local authorities and municipalities.

Do you have any further questions?

You will receive competent answers from our customer service representatives. Call us or visit us on our website:

www.sikom.de

Sikom Software GmbH

Tullastraße 4 | 69126 Heidelberg | E-Mail: info@sikom.de

You can reach us on the phone on:
+49 (0) 6221-13788 0

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