



Getronics Leverages Calabrio Quality Management to Support an Expanding Virtual Workforce



About Getronics N.V.

- > Founded: 1983
- > Headquarters: Amsterdam, the Netherlands
- > Annual Revenue: €2.5 billion
- > Employees: 20,000 worldwide
- > Agents: 480 with expansion to 1,000
- > Locations: 4 contact centers located in
 - Boston, Massachusetts, U.S.
 - Houston, Texas, U.S.
 - Mexico City, Mexico
 - Brussels, Belgium

Background

Getronics provides people with the means to work together productively, securely and effectively, wherever and whenever. Applying broad expertise in workspace management, applications, and consulting and transformation services, Getronics brings innovative solutions to its clients to provide reliable and accessible workspaces for knowledge and mobile workers.

The Challenge

The Getronics service centers are a single point of contact to resolve calls from their clients regarding IT and selected business issues. Getronics understands the importance of recording analyst calls to ensure quality, check compliance and provide information for training analysts on how to be even better. The company had a recording system, but found that the system did not have all of the capabilities required to meet its business needs.

As an efficient global organization, Getronics often shifts call center tasks between its service center locations across the world. This must be accomplished quickly and seamlessly, without impact to the service levels provided to clients. When

the time came to move a series of tasks to Mexico City, Mexico, Getronics found that it was difficult to configure its current recording system to cover agents in any remote location. The recording system was hosted in Boston and could not easily cover agent calls in Mexico City.

In search of a more fitting solution, a Getronics team looked at newer offerings from some of the well known recording companies; however, the total cost of ownership to deploy and support those systems in a distributed environment was expensive. Getronics was introduced to Calabrio Quality Management, a recording solution that was built for distributed, VoIP-based deployments such as that in place at Getronics. Getronics was immediately attracted to the Calabrio solution that seamlessly covers multiple locations. This IT service provider became an early adopter of Calabrio Quality Management and tested the product from inception.

The Solution

The Calabrio Quality Management solution enables call recording and quality management services for the Getronics clients calling into local and multiple international locations.

Calabrio Quality Management is a highly-scalable voice and screen recording and evaluation solution that supports agents and supervisors across multiple locations. Calabrio Quality Management software uniquely uses the processing power of the agent's PC to record and process the voice and screen transactions that can be used for evaluating employee performance, assisting with training and ensuring process compliance. The intelligent edge-oriented application architecture minimizes hardware and bandwidth utilization for multi-site centers, which makes it practical to deploy an effective quality management program in virtual environments.

Getronics is a prime example of the value of Calabrio Quality Management within a distributed, virtual call center environment. Their Americas system, located in Boston, Massachusetts, currently handles quality management across sites in Boston, as well as Houston, Texas and Mexico City, Mexico. A European system, based in Brussels, Belgium, will ultimately handle quality management for call centers in Europe and Asia.

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- **Dick Boynton**, Vice President, Integrated Managed Service Delivery for Getronics

Delivery for Getronics. "Deploying a server in every location isn't practical given the velocity of our business. With other solutions, the trade-off was between that and heavy network traffic.

"Because Calabrio Quality Management records on each agent's desktop, we can flexibly add and move agents to fit our business. As we continue to add and shift locations, it doesn't matter where the agents are located. And, we only lose recordings if an agent's desktop goes down, in which case they are not taking calls anyway. With other solutions, if the host server goes down, so does the ability to maintain the other recordings."

Though the Calabrio Quality Management solution can technically support any country from one central recording server, Getronics made the business decision to have separate recording servers in both Boston and Brussels. The Getronics system is currently licensed for 480 agents, with the option to expand to 1,000 user licenses across the two systems as required.

Getronics uses Calabrio Quality Management to take a selective sampling of agent-to-client contacts based on business rules they established, including longest call, shortest call, and other key business factors. Recordings are stored on each agent's PC until after hours then uploaded to the central server.

As Getronics expands out to thousands of agents, the upload will not impact pre-existing network connections.

A savvy quality management user from the start of the project, Getronics designed the ratings and scorings for their evaluation forms. An integration partner used the built-in Calabrio tools to configure the initial evaluation forms, and Getronics is now making modifications to the forms as their business needs and rules change.

"After completing my administrative training, I was very impressed with how easy it is to make changes. It is significantly easier to make changes than on our previous recording system."

- **Debbie Hawkins**, Technical Specialist for Getronics in Houston

The Results

"The business unit likes Calabrio Quality Management because it supports remote agents," said Boynton. "The recording capabilities are distributed, and yet managers are able to quickly congregate on one web page to pull up evaluations and scorecards. We can distribute agents everywhere and still organize a reporting hierarchy that is consistent and easy to use."

"The distributed capabilities are really critical for a global business such as ours. When we deployed the solution in North America, we were then able to have our European counterparts test the system before our global deployment."

Debbie Hawkins, Technical Specialist for Getronics in Houston, stated, "After completing my administrative training, I was very impressed with how easy it is to make changes. It is significantly easier to make changes than on our previous recording system."

And, Getronics has a prime example of why quality management programs can be even more critical in distributed call centers, where supervisors are not always co-located with their teams.

"We record the longest calls and the corresponding screens. One of our first recordings was of a remote agent who was

accessing an unauthorized website while his state showed he was on a call. Our previous system was voice only, so it would never have provided this insight.”

Calabrio Quality Management is a pre-packaged solution that is easy to configure and deploy based on a widely-applicable, pre-established feature set. However, Calabrio prides itself on a long history of being responsive to specialized needs of customers and partners, and incorporating new and innovative features into the product when needed.

“We have service level agreements that are guaranteed to our clients, and our quality management program is a critical component of that,” added Boynton. “One of our clients is a leading global provider of financial solutions and is based in Germany. Due to the critical financial nature of the transactions, this client needed some specialized functionality. Calabrio was able to incorporate this feature into the product without any special customization costs.”

“When we were first offered Calabrio Quality Management as a proposed solution, we were intrigued by the innovative architecture, simple administration and impressive roadmap. We have found that it has been precisely the right fit for our business,” said Boynton.



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