

Carl Zeiss Vision



Customer

- Carl Zeiss Vision Italia Spa, Castiglione
- Sector: Ophthalmic business solutions

Challenges

- Act as unique reference point for over 4.000 customers
- High level of daily contacts (55.000 calls per month)
- Integrate company headquarters with 6 branch offices across Italy
- Secure network for 100 employees dedicated to customer contact
- Integrate with other existing information systems
- Meet high customer expectations for speedy response
 - Meet KPI of 95,5% of calls answered
 - Respond to 80% of calls within 20 seconds

Solution

- UNIVERGE 3C communication server
- Business ConneCT Operator
- DT730 IP terminals

Results

- 96,2% of calls answered
- State of the art and user-friendly interface
- Excellent local NEC support
- Unique entry point for all incoming calls
- Detailed customer contact environment shared across all front office workplaces

www.zeiss.it/vision-care

Challenges

To address the challenges of the information society and the ever increasing demands of customers, ZEISS and NEC already in 2010 entered into a strategic partnership.

The excellent relationship with NEC has helped Carl Zeiss Vision to be precursors and leaders in customer management and reach important business goals such as optimisation of the phone contact with the Italian opticians as well as meeting the stringent needs and customer expectations in today's digital market.



"We identified NEC to provide structure and continuity in our daily activities" – Claudio Villella, Carl Zeiss Customer Service, Distribution & Branches manager

The revolution taking place in today's market place, driven by digital transformation and customers demanding instant responses to their queries, challenged Carl Zeiss Vision to re-examine and improve its customer management process.

To serve its customers, Carl Zeiss sought an advanced communication solution that acts as unique reference point for its more than 4.000 customers and managed the high level of daily contacts (55.000 calls per month). To meet customers' high expectation levels for speedy response, Carl Zeiss set itself a KPI of 95,5% of calls to be answered of which 80% within 20 seconds.

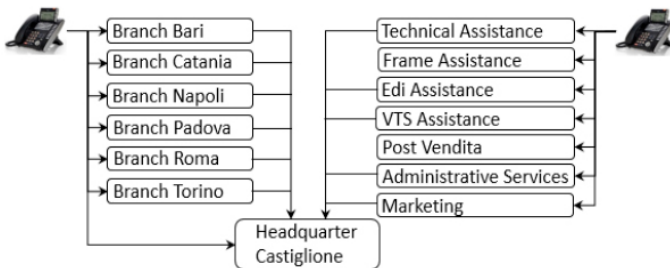
The system furthermore had to integrate the company's Italian headquarters with its 6 branch offices across Italy, and provide a secure network for its employees and other existing information systems. The contact center needed to act as unique entry point that manages all customer requests through a complete ticket system, presenting incoming (video) calls in an easy manner for optimal on-line support.

The contact center needed to be a fundamental part of the customer environment, allowing to reach colleagues, opticians and also end customers.

Solution

For Carl Zeiss the supplier of choice to address their communication challenges was NEC. Key solution components of NEC's Communication Solution implemented at Carl Zeiss include:

- NEC UNIVERGE 3C IP communication server
- NEC DT730 IP terminals
- MA 4000 Expense Management



The system provides Carl Zeiss with all customer data at hand and enables to direct calls to the most competent branch and individual. The system enables where necessary easy interaction of several specialized agents within the same call, supporting the company's aim to solve a customer's query within one request.

The NEC communication system allows complete traceability of each call and integrates a call qualification service to log the reason of the call in a dedicated note area.

The NEC IP communication server includes sophisticated communication and messaging features to enhance the customer experience and increase staff efficiency.

Results

The usage of a fully integrated communication system aligned with the company's workflow process and needs allows Carl Zeiss to reduce the response times to customer calls and to improve the efficiency of its staff and operators. From a business management point of view this means a considerable cost efficiency and an increase in service levels, enabling the company to embrace new market opportunities.

The solution developed together with NEC is integrated with all other software and systems already running, such as the customer database, the digital ordering systems and the ticket web application.

This system is applied in the Headquarters and also in the other six local branches. All operators are part of the network based on the NEC solutions.

The partnership between Carl Zeiss and NEC will evolve to further track and support the customer needs and process, keeping track of preferences, buying habits and other information in a more and more automated way.

About

Carl Zeiss Vision Italy is part of ZEISS, an internationally leading technology enterprise operating in the fields of optics and optoelectronics. With its solutions, the company constantly advances the world of optics and helps shape technological progress.

The ZEISS Group is represented in more than 40 countries and has over 50 sales and service locations, more than 30 manufacturing sites and about 25 research and development centers around the globe.



*Roberto Baldan, Operation
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For further information please contact your local NEC representative or:

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