



# Calltech Communications improves customer interaction management with Calltech Visual Analytics, powered by Qlik

“We understood that the world of reporting, visualization and analytics is already uncovered. Qlik has invested millions into Qlik Sense. For us, developing a reporting solution from scratch would take many resources, an incredible investment and would never result in the functionalities we are now availing of.”

– Yaniv Winer, CEO, Calltech Communications

The Israeli company Calltech Communications is specialized in the development, marketing and support of advanced CTI (Computer Telephony Integration) and other media management solutions. Calltech offers two main product lines. Under the name Xpresso™ Calltech manufactures and markets contact center solutions and under the name Star\*Vas the company manufactures and markets interactive voice response (IVR) solutions.

The Xpresso Customer Interaction Management Center is a solution based on Microsoft technology, designed for businesses that manage IVR systems and Contact Centers. Xpresso is an all-in-one, out-of-the-box solution. It presents a clear, straightforward user interface for agents, supervisors and system managers alike. The Xpresso Customer Interaction Management Center is used by a wide variety of businesses in Israel and around the world that operate contact centers.

Customer service is a cornerstone of many businesses, as it plays an important role in keeping customers loyal. However, due to the increasing impact of social media and a renewed focus on customer needs, the operational metrics used to measure call center operations, such as the number of calls answered and length of calls are nowadays becoming part of a broader set of

KPI's focusing on customer satisfaction, problem solving and skills development. This trend led Calltech to re-evaluate their existing reporting solution for Xpresso.

Yaniv Winer, CEO of Calltech, explains: “Even though we availed of a reporting solution in our system Xpresso, we understood our customers wanted more in terms of reporting & analytics. For them, in order to get a better understanding of business logic and to further improve their business operations, they needed to be able to report more than just the operational data from the customer contact center. Besides reporting more, they expressed the need to be able to drill-down and deeply analyze this data as well. This feedback led us to start evaluating a possible OEM-relationship with a market-leading BI vendor in order to develop a new reporting solution for the Xpresso Customer Interaction Management Center.”

Calltech decided immediately to develop the new reporting solution through an OEM-partnership. Yaniv Winer: “We understand that the world of reporting, visualization and analytics is one that is already uncovered. Companies such as Qlik have invested millions into their BI-solutions. For us, developing a reporting solution from scratch would take many resources and an incredible investment.

## Solution overview

**Customer Name:** Calltech Communications

**Industry:** Communications

**Geography:** Israel

## Challenges:

- The need to replace their current static reporting solution with dynamic visual analytics.
- The desire to develop a solution that would allow their customers to report beyond traditional operational contact center management KPI's.
- The wish to develop a solution that would enable swift customer adoption, excelling in user-friendliness and intuitiveness.

## Results

Within six months after signing the OEM-agreement Calltech will be on boarding their first customers to Calltech Visual Analytics, powered by Qlik.

## Business Advantage

- Calltech re-confirms it's position as cutting-edge technology provider.
- New/additional earnings model.
- Improved proposition for sales.
- Improved customer satisfaction and customer loyalty.



Also, many of our customers are already familiar with existing solutions for visual analytics. Hence developing a solution using existing technology would most likely increase customer adoption and satisfaction. It would be a win-win."

Following the decision to select an OEM-partner for the new Xpresso Customer Interaction Management Center analytics solution, Calltech completed extensive research into what would be the most viable option. Yaniv Winer: "We investigated open source solutions and visual analytics solutions comparable to Qlik. We quickly felt Qlik Sense would be the best solution for us. Qlik Sense offers an amazing user friendly user interface and offers complete flexibility in designing custom-made reports. We also discovered that many of our customers were already using the solutions of Qlik." Qlik Sense did have to prove itself through a Proof of Concept, executed by the technical team of Calltech. Yaniv Winer: "The proof of concept confirmed our thoughts. Qlik Sense offered an excellent GUI, but we also found that it would become very easy for our customers to fully customize their reports. They can add, change or replace datasources and templates. Also, Qlik Sense would allow our customers to drill-down into every detail of a dashboard, within seconds."

After the proof of concept, everything was set to start commercial negotiations with Qlik. Yaniv Winer : "This was our last barrier to tackle prior to starting the development.

With Qlik Sense we had our eyes set on a market-leading solution. However, we mainly work with medium-sized companies. Since our existing reporting solution was part of the standard solution, without additional costs, we needed the right price to enable us to meet our customers in the middle. The Qlik team in Israel fully understood this and developed an interesting pricing agreement that would indeed allow us to meet our customers in the middle."

In the summer of 2015 Calltech started with the development of their visual analytics module for the Xpresso Customer Interaction Management Center. Yaniv Winer: "We are developing a solution that in time will replace our existing reporting solution with Qlik Sense visual analytics. It is our goal to start selling the new Calltech Visual Analytics in the first quarter of 2016. New customers will automatically get this new Calltech Visual Analytics module, our existing customers will be migrated over the next two years. We are proud that with Qlik we have further developed our solutions, having gone from static reporting to flexible analytics, reconfirming our position as technological market leader."

Besides migrating existing customers and onboarding new customers, Calltech will be focusing on further expanding the BI capabilities. Yaniv Winer: "This is in line with the trend we see that many companies are focusing on other KPI's than just operational contact center KPI's.

Also, a customer contact center will be evolving around much more than just calls, e-mail or faxes. Think about social media, video et cetera. It is our goal to develop a range of add-on solutions to Calltech Visual Analytics that allows our customers to combine any data of interest to them with their contact center data in order to get a complete picture of their business."

Looking back at the first 6 months of the OEM-relationship with Qlik, Yaniv Winer is satisfied and proud. "Qlik Sense offers us the most advanced visual analytics solution available today in the market. Our customers will have full flexibility. They can visualize any set of data they like, develop their own templates, add other data sources and analyze trends within seconds. For us this means we will remain our position as a company that offers cutting edge technology, offering our customers the best possible value add. We are more than satisfied with our choice for Qlik. The team in Israel offers us full support, both from the technological as well as the commercial side everything has been just perfect. We cannot be more proud of what we have achieved and are about to achieve."

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