



# CLOUD CONTACT CENTRE CASE STUDY

## Company Introduction

Webvörk is a European affiliate network with top quality private label products for health and wellbeing. They are very keen to be using state-of-the-art technologies to provide high standards for product quality, service and price.

They were looking for an Amazon Connect partner to provide a robust solution which could achieve the following:

- Bespoke inbound IVR with Contact Flows routing to agents based on queues and agent availability;
- Telephony integration into the in-house CRM system to enable click to call outbound dialling from CRM record;
- Screen pop of customer information for inbound calls. Information fed via Webvork CRM records;
- Ability to record all inbound and outbound calls;
- Integration to automate a link of the call recording to be placed in the appropriate CRM entry when a call is finished;
- Highly scalable to support agent growth regardless of agent location;
- Localised support.

## The Proof of Concept

We initially built a Proof of Concept which was launched out of the Frankfurt data centre for the test agents. The agents spent a week testing the platform generating calls in 3 different countries in Europe. Webvörk were satisfied with the call quality and functionality and were happy to progress to building production system.

**Terentii Meshcheriakov**  
Co-founder - Webvörk

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## The Project

We delivered a High Level Design as part of our proposal. Webvork then placed a contract with us to deliver the solution and to provide support. Our partner Symbee were selected to provide the application engine to deliver a custom integration between the Amazon Connect service and Webvork's in-house CRM system. The solution utilised Amazon Connect for inbound and outbound call routing and the Call Recording feature to provide call recording and storage of calls.

## What the Customer said

“At Webvork, our contact center is a core part of our business, especially because we work in different markets and have to hire native-language speakers to make outbound calls. Allowing our agents to work remotely has improved our internal experience, however monitoring the quality of our customer experience has been the hardest challenge. Before Amazon Connect we tried a number of contact center services, none of which checked all of our boxes: reliability, quality, and affordability. When we started looking at Amazon Connect JT were able to explain how the solution would benefit us, and also showed how they could rapidly develop at Proof of Concept to demonstrate how it would meet our requirements. When we decided to proceed JT worked with Symbee to ensure we delivered an intuitive experience to our agents. The whole solution has been a success, we've been able to reduce our average time to sale by 7% and our overall sales have increased 23%.”

Terentii Meshcheriakov

## The Solution

The solution was built with a voice outbound primary channel integration into Webvork's in-house CRM solution. The agents utilize a “Click to Call” to initiate the outbound call through the CRM using the Amazon Connect CCP. Inbound calls were routed through a customized IVR with Contact Flows routing to agents based on queues and agent availability.

## Customer Endorsement

“The speed with which JT were able to put together a POC using Amazon Connect was key to our decision to work with them. And we were very pleased with the way they managed the project to deliver the solution. We are already discussing subsequent phases to the work.”

Terentii Meshcheriakov



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