ESPERA SUCCESS STORY

June 2013

Customer Details:

SnelStart

Harkebuurt 3
1794 HM Oosterend
Netherlands

Company Background:

SnelStart is located on the island Texel in the north west of the Netherlands.

What is our industry?
SnelStart is in the software selling industry. We product bookkeeping and invoicing software for the Dutch market. Customers targeted are smaller companies with less than 25 FTE staff.

What are some of the Company's notable achievements?
SnelStart provides their products to more than 47,000 customers (subscribers).

SnelStart is a family-run company with approximately 55 employees, half of whom work in the customer support centre.

CHALLENGE - What is the business problem or challenge that is facing the company?

After implementing Microsoft Lync in our company as part of a call centre solution, we experienced issues regarding reporting. At that time it was not possible to get an overview of call numbers and waiting times for the various departments. Also Microsoft Lync was not able to provide us with a wallboard solution for our agents.

.

SOLUTION - An overview of how the company and AdvaTel partnered to provide a solution.

As we were looking for a solution for the issues described above, our IT department did internet research and came up with AdvaTel as a possible partner. From that point on, our head of customer service became project manager. She initiated contact with AdvaTel, at first by e-mail, followed by some telephone conversations and 2 online meetings.
After the decision was made, the integration of reporting and wallboard took about a day.

RESULTS - Describe the key capabilities of Espera and business benefits to the company.

We are using the Espera software only for the two purposes described above: enabling reporting and having a wallboard with call numbers and waiting times. For these purposes, our criteria are fully met.

Was there any unexpected benefit from the implementation of Espera.

No unexpected benefit was seen, the system worked as planned.

Please include additional information that you feel may be relevant.

We experienced the contact to AdvaTel as very competent, service-orientated and friendly. They worked things in an uncomplicated way and provided us with a product that exactly met our needs at the time.

"With the number of customer contacts and the number of employees growing fast, it is getting more important to have accurate figures regarding the number of calls, waiting times, etc. the Espera software is helping to get those figures." *Chantal Witte, SnelStart*