

# Immediate ROI for Call Center Benelux: ISL Online Customer Story

## 250,000 SUPPORT REQUESTS

Desperate calls flood into Call Center Benelux every day. Sometimes, the calls are from frustrated IT administrators struggling to install a piece of software on their servers; other times, they're from small business owners trying to set up their IT infrastructure. And, occasionally, there's an emergency call from a conference technical supporter with an audience anxious to continue the seminar and software that's not cooperating. Overall, CCBenelux receives over 250,000 phone calls and emails annually, each of them being an emergency call in its own way and needing to be solved as fast as possible.



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François de Leeuwe,  
General Manager

## SERVICING BIG AND SMALL ACCOUNTS

Call Center Benelux or CCBenelux in short is a small company with extensive experience in providing telephone, email and web chat support. The company works with the largest cable TV and Internet company in the Netherlands, two automotive brands and other big enterprises, but mostly with SME and individuals experiencing computer troubles.

## BRINGING SUPPORT TO THE NEXT LEVEL

To assure fast and quality troubleshooting, CCBenelux introduced ISL Online as their main online support channel in 2007. Choosing between the SaaS and the on-premises installation, they decided in favour of the latter purchasing 12 Server Licenses. The 12 licenses enable them to diagnose and fix problems remotely, limiting the number of simultaneous remote access sessions to 12. As part of the ISL Online all-in-one suite, CCBenelux also added Live Chat to their website offering their online visitors direct real-time interactions with customer service operators for support and sales inquiries.

## INCREASING CUSTOMER SATISFACTION

“ISL Online services make our business efficient and successful. It's great to see how much our customer satisfaction has increased and an average service time decreased since we introduced ISL Online back in 2007. Not only has ISL Online brought better results to our clients but also to their customers!” says François de Leeuwe, the managing director of CCBenelux.

## FAST ON-PREMISES INSTALLATION

Implementation was fast and easy, he reports. The administrator installed and configured a piece of software called ISL Conference Proxy on their server, which has hosted all CCBenelux's remote desktop and live chat sessions since. This way, the company gained full control over the system as they kept all data, such as user information and session history in a closed corporate environment.

## EASY START OF REMOTE SUPPORT

Once user groups were created and short staff training was done, help desk operators set off supporting clients remotely using ISL Online live chat and desktop control services. While traditionally, a big remote support application needs to be installed on every help desk computer, ISL Online uses thin clients which can be either quickly downloaded without any configurations or started from the desktop. Clients usually join a support session from email.





## MOBILE SUPPORT

Today, 64% of organisations' technical support staff members use mobile devices to provide support, according to HDI research. Unlike other remote administration tools, who charge for their mobile applications extra, ISL Online offers all mobile applications as part of their all-in-one support product suite available for a free download on the App Store and Google Play.

"Our help desk operators use mobile devices every day to provide remote support through ISL Online remote desktop control. The ability to respond quickly from anywhere has definitely decreased our response and ticket resolution time and has positive effects on support staff productivity and satisfaction," François de Leeuwe welcomes mobile support.



## DETAILED REPORTING

The ISL Online reporting service reveals how much each CC Benelux supporter has been using the remote desktop and the live chat software, the percentage of sessions run from mobile devices, while it also lists active sessions in real time, and provides information on how their purchased 12 simultaneous connections have been utilised over time.

## Benefit!

- Shorten waiting times for technical support.
- Decreased average service time.
- Increased customer satisfaction.
- Results for CCBenelux's clients and for clients of their own.
- Free access to all mobile devices.

## IMMEDIATE ROI

When the call-support centre implemented the ISL Online remote support and live chat tools six years ago, they saw an immediate return on investment, ranging from quicker service, shorter waiting times to cost savings, de Leeuwe reports. According to de Leeuwe, their ROI was completed within the first year of purchase due to big cuts in average service time and increased support staff productivity.

Within six months, average service times decreased from 15 minutes to 11 minutes, and that has dropped to about 9 minutes until today, while more than 80% of support requests gets answered in just 20 seconds. The faster resolution rate brings better results as fewer staff members take more support calls. If they managed fewer than 100,000 support cases before, they can cope with 250,000 cases annually today with just 6 extra supporters. Having switched from the old remote support software vendor to ISL Online has also saved them 12,500 EUR in software licenses.

## ABOUT ISL ONLINE

ISL Online provides SaaS-based remote access, remote desktop, live chat and web conferencing solutions to connect quickly, simply and securely millions of Internet-enabled devices across the globe.

Find out more about ISL Online software at [www.islonline.com](http://www.islonline.com).



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