

Improving Customer Satisfaction with iPECS-CM

iPECS
Your Communications Solution



Over 1,000 Ext.



Corporate



iPECS-CM



HanaTour



About the client

HanaTour is the largest travel company in South Korea providing travel service with over 3,200 employees nationally and internationally. They are the best travel company ranked top in international travel and air ticket sales for 15 consecutive years.

HanaTour has led quantitative and qualitative growth of travel industry by providing better service through directly operated network covering 29 areas globally.

www.hanatourcompany.com

Summary

HanaTour has established an integrated UC solution with a highly stable IP system, iPECS-CM, to provide high quality customer service. By standardizing overall communications including sales agencies, prompt and efficient collaboration between headquarters, branch and sales agencies are achieved. This not only increased the efficiency of employees' productivity, but also increased customer satisfaction.

- Integrate an existing 3rd party UC messenger with iPECS-CM
- Establish a quick and standardized communication environment through integrating networks of headquarters, branch and even sales agencies
- Deploy value added services by successful integration with 3rd party interfaces

Challenge

HanaTour had considered various ways to enhance customer satisfaction and employees' productivity. They implemented a 3rd party UC messenger as one way to introduce an innovative communications solution. However, it was not enough to meet their needs at that time.

They recognized a deployment of a full valued IP system is more important to establish an efficient communication environment. Also, it's necessary to integrate the overall network including branch and sales agencies to respond to customers quickly. iPECS-CM was a complete suite IP system for their needs, and they could modernize customer service more than ever with iPECS-CM.

Products

System

- iPECS-CM

Terminal

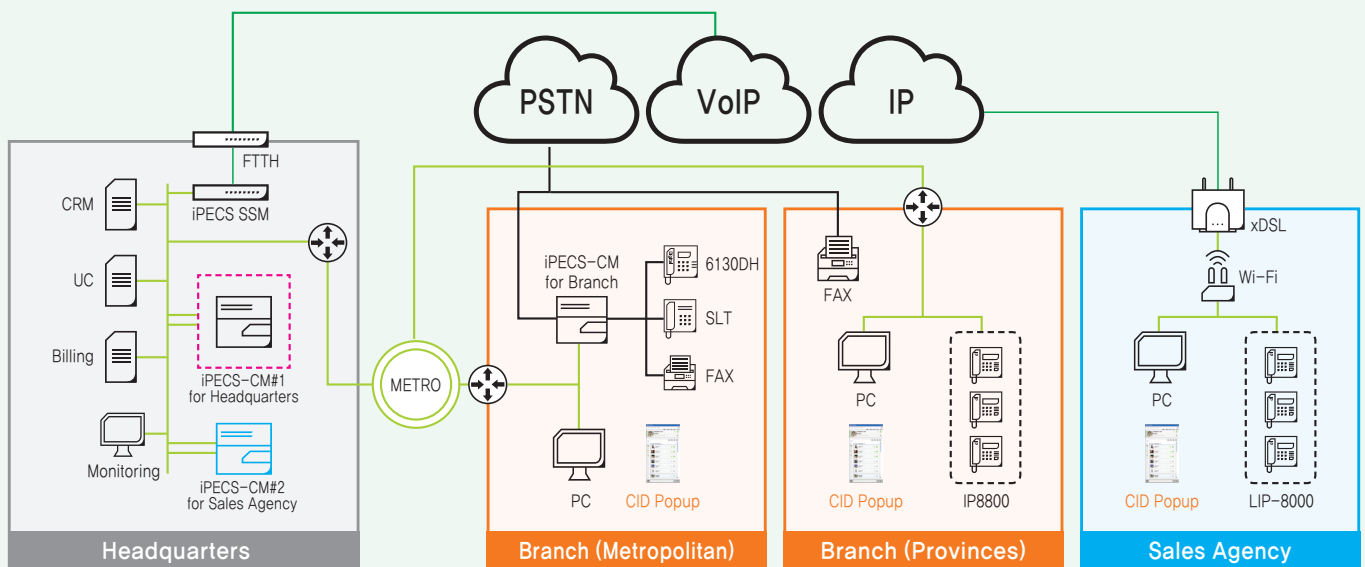
- iPECS LIP-8000 Series
- iPECS IP8800 Series
- iPECS LDP-6130DH

Application

- iPECS UCE
- iPECS IPCR
- iPECS NMS
- iPECS SSM



Integrating Nationwide Multi-Site Network through High Interoperability



Solution

iPECS-CM S10K, which can accommodate up to 10,000 users with redundancy and iPECS SSM which is a voice firewall was installed at HanaTour headquarters. iPECS-CM S2K was installed at branches nationwide with the local survival feature. It guarantees seamless and streamlined communications even in the case of a system failure.

In addition, iPECS UCE has integrated with an existing 3rd party UC messenger to enhance UC features. It is expanded to branch and sales agencies nationwide to provide quality customer service under a standardized internal communication environment. As a result, they could improve employees' productivity and efficiency.

To reinforce the role of the sales agencies as a customer contact point, CRM service was integrated with iPECS-CM. Utilizing a CRM service, a customer information screen popup and real-time updating of response record are enabled. It helps sales agencies provide more convenient and faster customer services more than ever.

Benefits

- Successfully established a stable communication environment
- Increased productivity under standardized customer services
- Increased employees' work efficiency through iPECS UC solution
- Enhanced customer satisfaction with prompt responses
- Improved efficiency of management and operation with a centralized network at headquarters