



## CASE STUDY

**Industry:** Customer Service

**Activity:** Outsourced Contact Center Services

**Country:** Hungary

**Headquarters and sites:**  
Budapest, Balatonboglár, and Szekszárd

## Personalized KPIs' and a Remote Workforce

With over 15 years of experience in the field, Photel provides customer service to companies deciding to outsource their contact center operations. One of the market leaders in customer experience management within the Central-Eastern European region, Photel hosts its most dynamically scaling sites in the lakeside city of Balatonboglár, a large part of its agents providing customer support remotely.

### Challenges

- ◊ A need for accurate, campaign-specific statistics
- ◊ No call-monitoring or agent feedback tools
- ◊ A need for software that supports a large remote work infrastructure

### Solution

- ◊ Customized reports and KPIs'
- ◊ Project independent CDR search feature
- ◊ Effective management tools

### Results

- ◊ Easily available, accurate, and analyzable data
- ◊ Easily scalable reports, KPIs, and metrics, based on specific campaigns
- ◊ Agent conversations are easily backtracked regardless of campaigns
- ◊ An easily manageable and expanding remote agent base

### Challenges

Photel deals with a variety of inbound and outbound campaigns, from sales to customer support. Their clients include medium to large companies with different profiles. This means, that Photel runs an array of campaigns simultaneously, ranging from insurance, product sales, and appointment scheduling. As Zoltán Szeremeta, Photel's Site Manager discusses, "Every campaign we handle has different KPIs', and requires a different approach from our agents". Therefore, it is essential for Photel's operations to have easily available, accurate, and analyzable data.

Before starting to use VCC Live software, Photel used on-premise software that failed to provide up-to date, accurate, campaign-specific statistics. While VCC Live software was already in place by the time Zoltán started working for Photel, he had decades of experience with managing contact center operations and knew that it was essential to have an accurate and flexible system in place. "We need to be able to adjust our agents' KPIs' based on the campaigns that they are working on and give feedback and training accordingly" – Zoltán discusses. This is especially true at Photel, where the company's business model fundamentally relies on the diversity of campaigns.

Another factor motivating Photel's transition to cloud software was the company's increasing remote agent base. It was essential for the company and its supervisors to have a reliable system that can easily be managed and overseen regardless of location. As Zoltán discusses, "Managing an outsourced contact center is an exciting and terribly complex job. Therefore, it is essential to have the proper technology in place."

### Solution

Having advocated for cloud software in his previous positions, one of the pull factors for Zoltán taking on his current position at Photel was the presence of VCC Live software:

### About us

VCC Live provides cloud-based call and contact center solution, supported by worldwide telecommunication services. Our comprehensive business solution is ideal for customer support, sales and debt collection multi-country operations. Know more: [vcc.live/about-us](https://vcc.live/about-us)

"I had a very long relationship with VCC Live throughout my career as a contact center manager. Having been introduced to the software in some of my previous jobs, I knew that it would be the right fit for Photel as well and I was excited to be able to work with it again."

Zoltán Szeremeta – Photel's Site Manager



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The features that are especially important for Photel's business model are VCC Live's customizable reports and KPIs'. As Zoltán discusses:

“We decide what data is relevant for us. We communicate this to the VCC Live team and they adjust the software accordingly. They can even make customized reports just for us.”

Zoltán Szeremeta – Photel's Site Manager

Due to the diverse and varied nature of Photel campaigns, this is especially important for the company. Additionally, VCC Live's project independent CDR search feature has been especially useful for Zoltán: *“Our agents are usually not set on a single campaign, they are constantly working with new databases. This means, that instead of campaign-based searches, sometimes, we need to backtrack conversations based on terminations or based on the names of specific agents.”*

Advocating home office culture as one of Photel's core company values, Zoltán discusses that: *“One of the key elements for effective home office operations is having the right technology in place. It is essential to have an effective and fast agent monitoring system in place. With every campaign, we need to know 100% how our KPIs' are met and what this means for agents' performance”.* With VCC Live's real time monitoring, call whispering, and KPI dashboard features, Zoltán can easily manage his team, regardless of where they are connected from.

The fact that Photel had a cloud-based home office infrastructure on place also meant that they could easily move their operations fully remote during the peak of last year's mobility restrictions, enabling them to seamlessly continue their operations.

### Results

By using VCC Live's cloud-based solution, Photel has access to easily available, accurate, and analyzable data. The company is able to effectively scale their reports, KPI's, and metrics, based on the needs of their specific campaigns. VCC Live's project independent CDR search feature has helped easily backtrack agent conversations regardless of campaigns. Finally, the flexibility of VCC Live software has allowed Photel to expand its remote agent base efficiently. Having an easily manageable remote agent base has enabled Photel to further strengthen its home office culture and fully maintain its operations during recent mobility restrictions!

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