



## CASE STUDY

**Industry:** Waste Management**Activity:** Customer Service**Country:** Hungary**Challenges**

- ❖ No centralized hotline
- ❖ Compliance risk
- ❖ Limited agent visibility

**Solution**

- ❖ Unifying numbers and IVRs
- ❖ Real-time monitoring
- ❖ Skill-based routing

**Results**

- ❖ Centralized 80+ hotlines
- ❖ Full legal compliance
- ❖ Improved SLA adherence
- ❖ Consistent brand experience

# MOHU centralizes 80+ hotlines into one seamless CX with VCC Live

Read how MOHU used VCC Live to centralize over 80 regional hotlines into one compliant, nationwide contact center serving 9.6 million citizens across Hungary.

MOHU, part of MOL Group, has been responsible for Hungary's entire waste management system since July 2023, under a 35-year concession agreement with the Hungarian government.

MOHU has an enormous responsibility: to modernize and standardize waste collection across the country, ensuring Hungary meets strict EU circular economy targets.

This includes doubling its recycling rate to 65% and reducing landfill use to just 10% by 2035.

With 63 regional service providers and more than 4.5 million tonnes of waste processed annually, MOHU's work impacts every single household and business in Hungary, making a reliable, unified, and compliant customer communication system a top priority.

## Challenges

Before working with VCC Live, MOHU inherited a highly fragmented customer service landscape.

- **80+ separate phone numbers and IVRs:** Each of the 63 regional service providers operated its own phone line, with different opening hours, menu systems, and voice prompts. This created frustration among customers, a lack of visibility and trackability, and no recognizable brand image. Often, callers weren't even greeted as MOHU.
- **No central statistics or reporting:** Call volumes were tracked manually in Excel, making it impossible to validate numbers or analyze trends. This further limited transparency.
- **No callbacks or call categorization:** When wait times increased, it was not possible to route traffic and calls to agents with the appropriate capacity, and customer cases could not be consistently classified by issue type. As waste management is an everyday topic for both households and businesses, not being able to reach the right hotline within seconds became an urgent problem to address.
- **Compliance risk:** With their outsourced setup, MOHU had to constantly monitor the systems of their 63 providers to ensure that the calls were being recorded or identified according to Hungarian and EU regulations. It was extremely resource-intensive, and MOHU couldn't afford to take the risk of non-compliance. A reliable solution was needed from the very beginning.
- **Operational inefficiency:** Supervisors lacked visibility into agent performance, queue status, or wait times across regions, undermining customer experience and SLA performance.

MOHU needed to unify customer communications under one number, ensure legal compliance, and gain real-time insight into service performance, while coordinating hundreds of call center agents nationwide.

## Solutions

As MOL Group's many other services (including MOL Limo) were already satisfied with VCC Live's contact center solution, the right software choice for MOHU was obvious.

With its fully customizable features, VCC Live implemented a nationwide, cloud-based contact center solution tailored to MOHU's unique needs.

After piloting in a few regions and then rolling out the telephony system across six more – supported by extensive training and consultations – MOHU achieved the centralization and compliance it had been aiming for, transforming many of its day-to-day operations:

- **Single nationwide hotline:** Callers can now dial one central number (+36 1 776 7777) and enter their four-digit postal code. VCC Live automatically routes them to the correct regional provider using a centralized database, while also checking the given office's opening hours (using VCC Live's Business Hours feature).
- **Compliance-ready workflows:** Every call begins with a legally required, pre-recorded announcement. All calls are recorded with a unique call ID and stored in a way that can be shared with customers if needed, fully meeting regulatory requirements. minutes; active calls; agent status; and queue lengths across all regions.



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- **Advanced IVR and categorization:** A flexible IVR system allows MOHU to categorize calls by topic. Agents can tag multiple issue types during a call, and even select sub-categories (e.g. information request, report, complaint), promoting better case management and more accurate reporting.
- **Real-time dashboards:** MOHU can monitor SLAs in real time to ensure calls are answered within five minutes; active calls; agent status; and queue lengths across all regions.
- **Agent performance tracking:** Status codes and break codes allow MOHU to measure how agents spend time, including in-person service at offices, enabling better workforce planning.
- **Outbound calling capabilities:** Providers can proactively notify residents about schedule changes or service updates.
- **Role-based access:** Supervisors can only see data relevant to their office, while MOHU maintains a unified overview of all activity.
- **Continuous support and consultation:** VCC Live's Customer Success and Support teams have been working closely with MOHU during setup and continue to provide guidance and rapid support.

MOHU partnered with VCC Live to build a centralized, cloud-based contact center, unifying all citizen interactions across Hungary. The new system ensures satisfaction, compliance with EU regulations, and supports MOHU's environmental goals.

**Results**

The strong impact of the applied solutions was quickly visible. MOHU's team reports that adopting VCC Live's CaaS system has made daily operations much more efficient, transparent, data-driven and easier to manage, laying the groundwork for their waste management goals.

The previously fragmented and difficult-to-navigate phone-based customer service has been replaced by a modern, unified, nationwide system — one of the largest-scale digital developments in MOHU's customer service history. It has integrated all waste-related phone calls from the Hungarian population into a single central platform behind one phone number.

Within months of implementation, they transformed their entire customer service operation:

- **Centralization achieved:** 80+ separate phone numbers were replaced with one unified hotline, which is managing nearly 80K calls monthly with a customer number of 9.6 million
- **Full legal compliance:** Call recordings, announcements, and SLA reporting now fully meet regulatory requirements.
- **Data-driven decisions:** MOHU now has reliable, real-time statistics for call volumes, types, and agent performance, supporting better resource allocation and contract settlement.
- **Improved citizen experience:** Callers are automatically routed to the right provider, with callbacks available when lines are busy, significantly reducing wait times. Furthermore, VCC made it possible to launch quality management and customer satisfaction processes.
- **Operational visibility:** 200+ agents log in daily, with supervisors and MOHU HQ able to monitor queues and SLAs live.

As a result, MOHU can accurately measure call volumes, track SLAs, and classify issues, helping them improve service quality, meeting reporting obligations and prepare for future audits.

The standardized operation and transparency achieved through the implementation of the VCC system create space for performance management, quality assurance, and leveraging technological advancements. This centralization marks a significant milestone on a long journey, serving as a forerunner to many of our future projects.

*"We are proud to have delivered a true digital breakthrough within the complex, multi-stakeholder framework of the nationwide public service. VCC Live helped us transform a fragmented system into a unified, compliant, and transparent contact center from the start. As a result, waste-related phone-based customer service is now simpler, faster, and more transparent than ever before."*

**Balázs Skultéti**

— B2C Customer Service Project Manager at MOHU

With over 200 agents using the platform daily, MOHU has laid a strong foundation for handling the entire country's waste management goals, ensuring that every citizen, no matter where they live, has access to fast, reliable, and compliant customer support.

To celebrate the successful completion of this nationwide telephony project, MOHU invited VCC Live to a dinner where we could reflect on the achievement together. At the event, our team was also honored with a special award recognizing VCC's support and collaboration throughout the project — a gesture that we truly value and which reinforces the strong foundation for our future partnership.