

Case Study | Skype4B Adapter

Skype4B Adapter for Betting and Gaming Business in Australia

About Client

A leading betting and gaming business in Australia.

Product Used

Skype4B Adapter

Business Benefits

- Customers benefited from optimized intelligent call routing that expedited call transfers to the right agents more quickly than ever before
- Enhanced Customer Service levels and Cost Optimization

Business Challenges

- To establish Lync as additional medium for internal helpdesk communication
- Looking for additional channels of interaction to resolve issues
- Empowering agents with more historical interaction information

Solution Provided

- Designed and developed a Lync ManageEngine interface to route the Lync calls to the right agents based on skill and availability
- Designed and developed a Lync- Web Chat interface to connect with customers approaching the helpdesk
- Developed a Chat ACD to help in connecting with the right agent

