

acquajet

Acquajet is a company dedicated to the distribution and sale of cooling and filtration water machines, and coffee machines, to businesses and homes. The water machines and distribution were its original business and today it still represents 80% of the company's activity.

Acquajet is ten year's old, with its business growing since the beginning. In 2005 it acquired Fonte Viva, the second largest company of the water machines and distribution sector in Portugal. Today it is the market leader in the Iberian Peninsula, with nine offices in Spain and ten in Portugal. The company's income has grown exponentially in the last 10 years and it now has 75.000 clients, 43.000 points of sale and 270 direct employees.

In 2007 its customers consumed 23 million liters of water and 860.000 coffees. In 2008 Acquajet was the fourth largest European company in this industry.



This growth trend led Acquajet to invest in a technological project to optimize sales management and increase new customer acquisition in the contact center. The implementation ran in two phases by **Altitude Software** and **Dominion Tecnologías de la Información**.

The first phase occurred in the summer of 2007. Acquajet implemented the **Altitude IP Contact Center** solution integrating the VoIP platform **Altitude vBox**, with the **Altitude uCI** (Unified Customer Interaction) platform, to perform proactive telesales campaigns focusing on prospects, through outbound calls in progressive and predictive mode. The second phase was launched recently and consisted on the integration of the existing CRM application with Altitude Software's solution. This improved other processes such as call routing and service quality control.

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Fabio Gómez
Computing & Systems Department
ACQUAJET

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- Iberian market leader with 75.000 clients.
- 9 Offices in Spain and 10 in Portugal.
- 270 Employees.

Business Benefits

- 44% increase in call completion.
- Less 16 seconds in each inbound call management..
- Return on investment in less than 8 months.
- System implemented in a very short timeframe: 24 days.

Unveiling the Call Center Potential

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The first project phase was concluded in 24 days, surpassing estimated objectives. “We compared the way we worked before and after the project in terms of performance indicators. We now have a system that enables us to know what each agent delivers daily, and measure the quality of the database. This accuracy and speed was not possible before. On average, the productivity increased 44% in the outbound calls. Our expectations were much lower, as we believed it would not increase more than 30%”, adds Fabio Gómez.

According to **Iván Colomer**, Director of Acquajet’s Human Resources Department, “this new solution allowed us to intensify the contact with prospects. The Altitude Software’s solution and the Altitude vBox totally fulfill our business and operational needs”.

Acquajet also implemented the **Altitude uAgent Windows**, a configurable agent desktop interface that enables agents to answer and control all the interactions and get a unified customer insight. Moreover, the Altitude uAgent Windows allows for quick changes to scripts, which makes the interaction with the clients easier, more fluid and personalized. “This is a great help for the new agents, helping them to hit the ground running”, says Fabio Gómez.

Developing the sales and customer care departments

In the second project phase, Acquajet improved the sales department performance, improving the scripts in order to improve cross-selling. The customer care department was also enhanced due to quality surveys on the services delivery, sales force effectiveness, “call me back” features and e-mail performance. “Now that we know the applications potential, we can dedicate more time to boost profitability. We now know what we are capable of”, states Fabio Gómez. The applications’ return on investment took less than eight months.

Altitude Solution’s Advantages

- Access to accurate data about the Call Center such as the productivity of each agent and the database quality.
- Solution easy to manage: loads the campaigns and launches them.
- Altitude Script Developer combines the business specifications with the database to build adapted scripts and perform the right calls.
- Automated calls in progressive mode which avoids unnecessary dislocations.
- Interaction between the information from suppliers and customer care to achieve effectiveness in the supply chain and a fast resolution of claims.

Solution Description

- Altitude uCI 7.5
- IP Altitude vBox 3.0
- Altitude Voice Outbound
- Altitude uAgent Windows
- Softphone eyebeam
- Altitude Script Developer
- Voice trunking

Contacts

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