

Altus Case Study

Industry: Transportation, Air Cargo, Logistics
Tech Category: Software Development
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Logistics companies have long been relying on modern customer service technologies to get ahead in this competitive market, so imagine the chaos if that technology was suddenly taken away.

When a Mexico-based air cargo shipping company was dropped by its Latin American holding group it was in a dilemma. The parent company took its IT systems and infrastructure with it, restricting the company's ability to offer its customers services from its contact center.

The process of rebuilding its IT infrastructure was challenging enough, but the real problem stemmed from the move happening on such short notice. The cargo company had to implement its own system fast or end up struggling with manual operations, which would have resulted in negative customer experiences.



The Challenge

Faced with this challenge, the air cargo company reached out to Costa Rican software developer Altus after learning about its expertise in implementing the Cisco Unified Contact Center platform.

We began by assessing the contact center requirements, such as the number of agents to take the calls, the statistics needed to evaluate the services, and audio recording features, among others, recounted Alonso Bogarín, CEO of Altus.

Within the contact center, each type of call had to be classified so that further actions could be taken, such as setting up an escalation matrix, identifying the people that would follow up on each case, the expected outcome of each case, and methods for reaching the end client.

The Altus team had to understand each step of the process in order to assign the right technology to the task. However, after digging a little deeper, the provider found some special cases required completely new procedures, which created a unique opportunity to add value with a new case-tracking solution.

The Solution

Ordinarily, purchasing a server, having it shipped, and then installing it would have taken at least a month, even before the configuration process began. Speed was crucial and Altus had to implement a solution fast—a reality that had a large influence on the system's design.

Given the time constraints, Altus decided to set up the system in the Amazon Web Services cloud. According to Bogarín, choosing the cloud was a time-driven decision but other benefits soon came to light. For instance, the client did not know what the service demand would be in terms of volume, making cloud architecture ideal due to its scalability.

Once the infrastructure was in place, Altus delivered a minimum viable product (MVP) to give the client an idea of how customer cases would be handled with the system. The client ran tests and gave the IT company feedback and corrections. Implementing the MVP allowed the air cargo firm to continue its operations while Altus adjusted and improved the prototype.

The Results

The final project was designed and delivered in six weeks, with Altus continuing to work on the system to this day by providing technical support and enabling new features.

Due to their simplicity and efficiency, both the contact center management tool and the case-tracking system are now crucial in the client's daily operations, and the company is no longer reliant on a holding group for its essential IT resources.

After building its systems from the ground up, the company was able to rethink and fine-tune its processes, modifying or eliminating inefficient steps. According to Bogarín, this newfound efficiency has greatly improved customer service.

This was not a matter of using technology for the sake of it, but of understanding the needs that each process creates and then building a solution around them, he said.

Nothing available.

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