Iconstruye

Leading Chilean E-marketplace company improves customer service with Mitel IP Telephony and Contact Center Solutions

Iconstruye is part of the Camara Chilena de

la Construcción (the Chilean Chamber of Construction). Its purpose is to supply Internet technologies to facilitate the procurement of equipment by its member companies with an emphasis on the construction industry.

About Chilecompra

- *Iconstruye is an enterprise of the Cámara Chilena de la Construcción (CChC) (Chilean Chamber of Construction). Its mandate is to provide the Internet technology to make the buying and selling process of its member companies more efficient, with a special emphasis on the construction sector*

- *Iconstruye services enable complete supply chain ordering and e-management via the Internet*

- *Iconstruye is the main e-marketplace business facilitator in Chile.*

Customer Needs

- *Increase efficiency of the communications network*

- *Design a cost effective network capable of providing flexibility and reliability*

- *Develop a network capable of coping with and prioritizing high volume calls.*

Solution Components

- *Mitel 3300 Integrated Communications Platform (ICP)*

- *Mitel 6100 Contact Center Solutions*

- *Mitel 5010, 5215 and 5220 IP Phones.*

Mitel®

Powering connections

Iconstruye is part of the Camara Chilena de la Construcción (the Chilean Chamber of Construction). Its purpose is to supply Internet technologies to facilitate the procurement of equipment by its member companies with an emphasis on the construction industry. To achieve its goal, Iconstruve established an e-marketplace environment for the member companies to procure materials and services from construction industry suppliers. The platform they developed uses Microsoft's. Net solutions which feature a variety of modules – Material Procurement, Quotes,Warehousing, Billing, Project Management, Reporting etc – to support the construction community.

"We decided to go for the Mitel IP solution because it is feature rich and reliable, it also gives us access to a suite of webcentered applications and services.We needed a network and contact center that could cope with the high number of calls, integrate into our back office systems, and produce outstanding customer service. The Mitel 3300 ICP and Mitel 6100 Contact Center Solutions have done just that."

- *Francisco José Campos*
  Chief Help Desk and Customer Care
  Consorcio Sonda-Iconstruye.

In 2003, Iconstruye signed a joint venture with SONDA (one of Chile's largest system integrators) and formed ChileCompra, an e-business company that supports over 600 governmental procurement agencies, 50,000 vendors, and accounts for over U.S. $7 billion in procurements.

With such a large market to sustain, ChileCompra required a reliable and flexible network and a contact center that could cope with the high volume of calls. After evaluating the following vendors: Interactive Intelligence, Avaya, Cisco and Mitel®, ChileCompra decided to work with Mitel and implement the Mitel 3300 Integrated Communications Platform (ICP) and the 6100 Contact Center Solutions suite.

Results

A converged network that has improved service quality, increased productivity and reduced costs

Ability to add on voice, video and data applications in the future

Lower abandonment rate and increased customer service for large e-government projects

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One of the key reasons for selecting the Mitel solution is the Call Line ID, which captures the number and information associated with the call and pops it onto the agent's screen. This enables the agent to provide more personalized attention to the caller.

ChileCompra is in the process of implementing multi-media functionality, including email and web call-back. This is possible thanks to the modular nature of the 6100 Contact Center Solutions, and has allowed ChileCompra to start with a simple call center and grow it into a fully integrated multi-media contact center.

The Mitel IP solution has dramatically transformed the way ChileCompra handles its 1,200 calls per day. In addition, the management of the contact center has also been radically improved through extensive reporting and tracking capabilities. This has resulted in better supervision and scheduling of ChileCompra's contact center agents.