

Amreyah enhances customer service and satisfaction

with the integration of Interactive Voice Response (IVR) with SAP system



Customer Background

Amreyah Cement Company was founded in 1987. Its production capacity has reached a total of 5.5 million tons of cement per year. The company has three production lines in addition to Ready Mix concrete production plant, which started its activity in 2010 with a production capacity of 115,000 m³/year. In July 2012, Amreyah Cement has joined Intercement S.A, the global cement company that has 40 factories around the world with a total production capacity of 46 million tons per year and with total sales volume reached 2.79 billion Euros in 2012.



Amreyah Cement - Interactive Voice Response (IVR)

Company:

Amreyah Cement

Industry:

Mill Products

Location:

Borg El Arab, Alexandria

Website:

<http://www.intercement.com/>

SAP Solution and Services:

my SAP™ ECC 6 application

ECS Solution and Service:

IVR solution, fully integrated with SAP system

Executive Summary

Objectives

- Provide customers a self-service solution to quickly get answers to their inquiries
- Reach a higher level of customer satisfaction and achieve better experience
- Increase automation and improve company's processes

Challenges

- Difficulties in handling the huge number of inquiries made by customers everyday
- Reduced customer base and loyalty due to unsatisfactory service
- Poor customer experience
- Lack of customer's visibility and information about their balances, open orders and shipments.

Resolution

- ECS implemented a highly effective self-service solution using Interactive Voice Response (IVR), to help clients get the answer to their inquiries quickly and with ease

Implementation Results

60%

Reduction in the number of calls coming in to AI Amreyah agents



Increased automation and response time and reduced costs



Improved productivity

50%

Reduction in average customer's call time



Challenges

Amreyah sought new ways to reach a higher level of customer satisfaction and achieve better experience, that's why the company implemented a system by which clients can support themselves through a self-service option. Some of the issues faced by AI Amreyah's clients are the difficulties in checking available balances, open orders, and shipment quantities. These issues has affected customer satisfaction and increased the number of clients calls that made it hard for the company's call center agents to deal with the huge number of inquiries. Amreyah decided to overcome these challenges and enable its clients with a self-serve solution to make them aware of their situation through telephone IVR system.

As Amreyah already had SAP ERP system, it wanted to integrate its existing system with the IVR solution so that customers can call anytime and quickly get the answer to their inquiries like information about their open orders, balances and the shipment quantities. The company resorted to this method for the benefit of its customers as the system would help to minimize inquiries, visits and increase satisfaction.

Implementation

As ECS is an SAP Certified Software and Technology partner, and has a lot of experience in integrating third party applications with SAP system, Amreyah chose ECS to make the integration between SAP and its IVR system. The integration projects has been completed within 1 month

Results

ECS has successfully implemented the Interactive Voice Response (IVR) solution integration with the SAP system, that resulted in better customer services. Now, each customer has a unique Identification Number, when he calls, the IVR system automatically replies asking for ID and password. After the customer logins, he can select from a menu to know about the available balance, open orders and track shipments. As the IVR integration was very successful, Amreyah also plans to improve customer satisfaction by adding more functionalities in the IVR system like making order entry and checking invoices. Some of the advantages that were noticed after the implementation include reduction in the number of calls coming in to the call center agents, the reduction in the average customer's call time, Increased automation and reduced costs.



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