

Expert partnership wins SA Tourism's global contact centre contract

SA Tourism, a statutory body dedicated to the promotion of tourism to and within South Africa, has awarded a 36-month outsourced call centre contract to CCN, in association with IS Partners and Acceleration Media, for the management and fulfillment of all global queries and customer interactions. Microsoft Dynamics CRM will ensure amalgamation of all SA Tourism's in-country CRM activities and align them with the customer contact centre.

Microsoft Gold certified partner, IS Partners, will be responsible for the implementation, customization and management of Microsoft CRM for the full term of the contract. "Microsoft CRM is already being used by SA Tourism's head-office for centralised contact and relationship management. The new initiative will extend this functionality to the outsourced contact centre to create a global view of sales, marketing and customer activities," says Heath Turner, CRM director at IS Partners.

CCN will provide the capabilities for SA Tourism's entire global customer contact centre, which services inbound customer queries regarding South Africa from around the globe.

Gaby Cohen, Marketing Manager at CCN, explains that a team of agents have been allocated for inbound telephonic and e-mail services from 11 countries and in seven different languages. "The SA Tourism contact centre provides information services about South Africa, fielding questions on general travel information, where to go as well as risks and safety issues, for example," she says.

"CCN is a global outsourced solution provider with local expertise. We service seven international languages across the globe and also interconnect into most of Europe and the US. This local know how, coupled with an international point of presence makes CCN an attractive international service provider," Cohen adds.

Acceleration Media is a key partner in the delivery of all bulk e-mail and SMS-based initiatives.

"Microsoft CRM is a natural extension of SA Tourism's existing customer relationship system and also offers ease of use and multi-language capabilities – a critical consideration for the services provided by the organisation," says Turner.

With the appointment of CCN, capabilities have been centralised with one call centre handling all enquiries and dissemination of information. "The CCN facility allows SA Tourism to service our customers' need for information about South Africa much more efficiently and also provides a database of marketing information to support our communication and marketing strategies," says Bronwen Auret, Acting Manager: eBusiness at SA Tourism.

About IS Partners

Established in 2001, IS Partners addresses the need for quality implementations of Microsoft solutions. As a Microsoft Gold Certified Partner for Performance Management, Business Intelligence and Customer Relationship Management, IS Partners specialises in empowering sales, marketing, financial and management in its customer base. This includes various industries such as retail, distribution, finance and IT.

IS Partners uses its own proven, streamlined methodology for all implementations. It also specialises in bringing bottom line value to CRM and BI systems, providing business analysis, technical design, application architecture, implementation, training and performance tuning of CRM and BI implementations on the Microsoft platform and Microsoft's own CRM solution