



**VOIP TELEPHONY
ON TOP FORM.**

CASE STUDY

**KiKxxl driving Call Centre performance with pascom:
Sourcing a flexible, reliable, Open Standards, High Availability
phone system with future vision.**

KIKXXL CASE STUDY

The Company



- » Formed in 1999, KiKxxl provide B2C and B2B call center services across 4 locations
- » 1,800 call centre agents
- » 1,600 seats / extensions
- » 2,500,000 outbound calls / month
- » 350,000 inbound calls / month
- » 4,560 trunk lines
- » 3 pascom High Availability Clusters
- » Based in Osnabrück, KiKxxl's focus on professionalism, reliability and quality has led to the company growing into Germany's largest privately operated call center. KiKxxl understand the importance of 100% operational functionality in delivering the highest calibre of service. Which is why pascom is their phone system vendor of choice.

Business Pains

- » KiKxxl's incumbent telephony platform no longer delivered the flexibility, stability or scalability required by a modern, marketing leading Call Center service provider.

- » Having developed all of their key customer service applications internally, KiKxxl required an Open Standards solution that seamlessly integrated with their pre-existing infrastructure.
- » The need for a supplier capable of delivering turnkey solutions that are adapted exactly to KiKxxl's business model, i.e. highest quality, highest performance with maximum flexibility.

Business Challenges: HA Telephony solution with seamless integration in Linux Infrastructure for the future.

- » As a leading Call Center with high call volumes, KiKxxl had specific requirements regarding High Availability clustering.
- » KiKxxl is Linux (from Infrastructure to modified Linux Debian workstations) and therefore required a solutions vendor who delivered not only an understanding but also expertise with Linux systems.
- » Establish a long lasting, effective relationship with a vendor based on open direct contact, shared input and vision.

What They Said

“Every great service offering must be supported by a great infrastructure That's why KiKxxl chose pascom”

- Lars Hoegger, KiKxxl IT Director at IT meets BBQ 2016



“When we make decisions regarding new systems, we want to make sure that we have both reins firmly in our hands. Therefore, it is essential to implement systems which adhere to OpenStandards, allowing us to seamlessly connect and integrate these to our existing systems. In addition, we require reliable suppliers, who are ready to customise their solutions to our requirements.”

- Lars Hoeger, IT Director, KiKxxl

“Working with pascom is simple. Their team recognises the importance of customer service and takes the time to answer your questions. They have always worked in a professional manner and it was always clear that our wishes as the customer were the primary focus.”

- Matthias Hellmann, System Administrator



KIKXXL CASE STUDY

The Project to Date



2012 Dortmund

- » 2012 sees the Dortmund pilot project launch consisting of 250 seats / IP endpoints (Snom 320, 370 & 760).
- » Redundant System with automatic failover.
- » Key requirements - OpenStandards including REST, XMPP and LDAP interfaces to enable integration into existing infrastructure.
- » Currently 580 endpoints in deployment.

2013 Osnabrück

- » After success in Dortmund, KiKxxl deploy pascom solutions in their Osnabrück HQ.
- » Initial setup included 250 seats & Snom 320 VoIP phones to run in parallel with existing telephone system.
- » Centralised Data Management as KiKxxl utilise pascom's LDAP connector.
- » Hot desking functionality specifically enhanced for KiKxxl to allow agents to use both phone systems and provide detailed agent analytics to ensure accurate analysis.

- » Soft migration to replace Alcatel platform with currently 400 endpoints operational.

2014 Bochum

- » KiKxxl open fourth CallCenter in Bochum
- » High availability cluster solution running two pascom phone systems.
- » Currently 160 endpoints deployed

2015 Growth Planning

- » pascom PBX deployment in Bochum Call Center completed.
- » Osnabrück expansion continues doubling the original number of endpoints.
- » Migration planning from Alcatel to pascom phone system starts

2016 Osnabrück

- » pascom phone system takes on inbound calls.
- » Skills Based Routing deployed as part of the Osnabrück inbound campaign.
- » Migration from Alcatel to pascom phone system starts

AS WE HAVE A WEAKNESS FOR PERFECT TECHNOLOGY, WE OFFER EXCELLENT SERVICE.



TRANSPARENT PRICING

We are not a fan of hidden costs: with our “price per user” concept, calculating PASCOM solution costs is straightforward and allows for future planning. At PASCOM, we don’t believe in playing tricks with hidden add-ons. What’s more, PASCOM is completely open to each and every Telephony Provider.



THE PERFECT FIT FOR YOUR IT

PASCOM adapts itself to perfectly fit your IT and is available as a Hardware based, Virtual or Cloud based solution. It goes without saying that no matter which solution your company chooses – with each variant, our complete range of communication tools will of course be available to you.



CLOSELY KNIT PARTNER NETWORK

To better support you, we have built up a continually growing and highly qualified partner network. On going training and further certification of our service partners via our video tutorial system ensures a competent and quick reacting customer service.



AUTOMATED INSTALLATION

PASCOM setup files are distributed as a complete software package. Installed inside of 5 minutes, PASCOM can independently identify system environments. Master data imports, integrating user data and telephone books etc. can then be fully automated.

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