



## OPAL ANZ CASE STUDY

# Delivering a Positive Customer Experience

*Seamless integration with samwin operator console*

### HIGHLIGHTS

- Cloud telephony platform
- Driving the first touch with samwin operator console
- Focused on delivering a positive customer experience with greater visibility to guide the caller through the organisation.

Opal is one of Australia and New Zealand's largest packaging and paper businesses. It manufactures innovative fibre packaging and paper solutions and is committed to a circular economy approach. Opal focuses on providing its customers with products and solutions that replace non-recyclable and single-use plastic packaging. Opal has employees across Australia and New Zealand, and exports locally made products around the world.

#### **Agility with cloud telephony solution**

Innovation and leveraging technology is important to Opal. Focused on driving a positive customer experience, Opal wanted to move to a cloud telephony solution. Migrating to a communications platform to support the business, the technology team at Opal wanted to keep the same level of the customer experience that their previous operator console provided.

### AT A GLANCE

**Industry:**

- Manufacturing

**Country:**

- Australia

**Challenge:**

- Moving to a cloud telephony platform, while continuing to provide the first touch operator customer experience excellence

**Solution:**

- samwin operator console

"Working closely with the Opal team to understand their business requirements for Webex calling, we identified an opportunity to enhance the customer experience with the samwin operator console provided by Voitec. As a Webex specialised provider, we rely on samwin to deliver advanced operator console requirements for our customers," said Sam Deckert, Principal Consultant at Peak Insight.

"Engagement with our customers is essential for our business and the samwin operator console delivered what we required, taking customers effortlessly through the contact experience," said Jennifer David, IT Communication Specialist and Identity Access Management Lead at Opal.

The samwin operator console enables Opal to provide the right first touch for their customers, including:

- Real time visibility across the communications platform to enable fast customer engagement across the organisation.
- Utilise call queue greeting settings to support the call flow for those waiting.
- Identify key accounts and callers to help fast track through the routing of the call handling.
- Better manage call flows through peak call traffic periods for the business.

"Voitec, we specialise and bring to Australia and New Zealand best in breed communication solutions to enable organisations to deliver a positive customer experience. The samwin operator console is a great fit within the Opal technology stack, as it delivers against Opal's cloud focused strategy", said Mark Owens, Managing Director, Voitec.

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