

# Case study: otherWise and call centre.

**We are competent** to face almost all problems in our Customers' call centers. We are specialized in solving the problems of an organization of business processes as well as the infrastructural problems. We support our Customers with defining strategies, preparation of forecasts and analytical models. We help in specifying requirements and leading implementation projects. This brochure contains a short description of our call center services including fragments of referential letters.

*„The project allowed the Bank to revise plans for the development of call center [...] and investment plans for the purchase of call center infrastructure has been rationalized on the basis of project results“*  
Director of Customer Service Department, Raiffeisen Bank Polska S.A.

*„...Mr. Michał Sawicki was co-coordinating the team of Citicom Group company in the range of implementation of Contact Center system for Enel-Med SA Medical Center. Delivery, installation, implementation and training were delivered within the budget and on time and the goals of the project was achieved.“* Head of Call Center, Enel-Med Medical Center

*„...the goal was to answer the questions about the further development of call centers and investment in infrastructure. All project objectives have been achieved...“* Sales and Customer Service Director, Multimedia Polska S.A.

*„The team of Mr. Michael Sawicki performed an advisory project of the optimization of call center operations for Multimedia Polska S.A.. The aim of the project was to improve resource efficiency and to optimize organization of work in call center. [...] We are pleased with the performance of the team.“*  
Sales and Customer Service Director, Multimedia Polska S.A.

**Investment** – purchase, modernization and replacement of a whole system or a part of a call center infrastructure.

otherWise helps in the process of the purchase of the telco infrastructure and IT systems for call centers. Regardless of the form (advice, representation, training, workshops) we facilitate and secure the process of the purchase and implementation of the call center systems. We participate in the process of verbalization of real business needs that justify the investment and in formulation of the request for proposal. We support the Customers in serving inquires of vendors and after that we may suggest the formulation of the contract. The goal of otherWise is to limit the risk associated with misunderstanding the buyer's own needs, with the process of selection and formulation of the contract. We prepare RFIs and RFPs and manage the all quotation process.

**Implementation** – project management and implementation on behalf of the client.

Otherwise participates in implementation projects on behalf of the Investor. Based on the methodology of Carry-On™ we coordinate ICT projects. Consultants of otherWise join the team and support the Customer and supplier staff. otherWise also ensures the progress of the project by focusing on the economic effect of implementation and the elimination of conflicts of interest of both parties. otherWise cares about eliminating steps that do not lead to an increase in the value of the project. We also remember about reducing the risk of both sides of the project.

**Strategy** – long-term development of call center department.

otherWise helps to relate the call center objectives with company strategy. We work together to make the strategy fully understood in the call center and to be sure that every action leads the company closer to its strategic goals. Properly set the priorities, measures, targets and a good understanding of costs and revenues in the call center are the tools that help to achieve the economic efficiency of call center services. The long-term strategy allows the rationalization of operations and precise planning of future investments.

**Optimization** – optimal use of existing potential of the team and call center infrastructure.

The aim is to achieve the best possible result of the call center team without additional investments. The consultants of otherWise examine the potential of call center department, system capabilities, workflow, goals, measures, or-

ganizational structure, procedures, and many other elements of the operations of call center and look for improvements. The most important goal is to identify a few key changes that will make the greatest positive economic impact with minimal effort. The only activities that provide sustainable and safe effect are recommended.

*„...proposed solutions are very valuable and practical for immediate use. Some suggestions have been applied during the project. The Bank estimates that implementation of the recommended procedures will significantly reduce call center operating costs and improve customer service with only a little effort.”* Director of Customer Service Department, Raiffeisen Bank Polska S.A.

*„...the team has reacted to the current needs of employees of the Bank by extending the scope of the project and adapting to the changing needs of the Bank. Raiffeisen Bank Polska S.A. anticipates further cooperation and recommends services of this team.”* Director of Customer Service Department, Raiffeisen Bank Polska S.A.

*„The cooperation of Mr. Michał Sawicki with Enel-Med runs perfectly.”* Head of Call Center, Enel-Med Medical Center

*„We are pleased with the results of the work of the team of Mr. Michał Sawicki and the quality of the cooperation with the project team.”* Sales and Customer Service Director, Multimedia Polska S.A.

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### Requirements analysis – identifying the real needs, not just problems.

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Using the interactive form of a workshop we tend to understand the real needs, not to record problems. While the problems are easy to observe, the needs require understanding of the complex context. But it is necessary to determine the needs for action, not problems. Proper understanding of the needs is what managers need to work better and to make valuable decisions. Needs analysis is a necessary step before taking an investment decision.

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### Our attitude, cooperation and methodology – how we work and cooperate.

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We work very effectively in otherWise because we work wisely. We do not agree to work hard, pointlessly and senselessly. Every operation, meeting, product, document of every service has its purpose and its sense. This is what helps us achieve our goals fast. And that is why we work effectively.

*“There are no big problems, there are just a lot of little problems.”*  
(Henry Ford)

We work fast in otherWise. Time is important and valuable for us and we believe it is important and valuable for our customers as well. That is why notable effects of our work must show up in short time. We are professionals in defining goals that can be achieved in no longer than three months. Though, we try to divide projects to accomplish job in one month. We achieve our goals fast, otherwise we take care of a long-lasting, valuable cooperation with our customers.

otherWise cooperates with customers rather than works for customers. The cooperation breaks a traditional and a convenient relation ‘customer - supplier’. The cooperation means a different way of work. otherWise way of cooperation:

- We are very **careful listeners** and we try to find real problems of our customers.
- We are always **straightforward** and **honest** and we expect our customers to be honest as well.
- We ask **tough questions** and we are prepared to be asked hard questions by customers.
- We maintain the **confidentiality** and secrecy of the information and we assume our customers do as well.
- We **respect time and effort** of our customers and we expect that our time and effort is respected as well.
- We are **open-minded**, we look for new ideas and expect new experiences and we encourage openness.
- We operate **very fast** and with commitment, which pushes our customers to work fast with us.
- And last but not least - all of us in otherWise understand perfectly well **the true meaning of the word ‘CUSTOMER’**.

*“Nothing is particularly hard if you divide it into small jobs.”*  
(Henry Ford)

This is a foundation of this methodology. We divide a project, select the most important fields and concentrate on the most valuable tasks to be sure that our work makes sense, goals are to be reached as soon as possible and the project may start earning money for investors in the shortest possible time.

We specialize in supporting telco and IT implementation projects and process improvement projects. The Carry-On methodology describes the minimum effort that must be done for a smooth and linear progress of the project, reducing of the risk and keeping the focus on goals of the project. The Carry-On is a complete set of rules, examples, best practices and modern powerful tools for rapid project accomplishing.

**For more info please visit <http://www.otherWise.pl>.**