

CUSTOMER: DR. KLEIN RATENKREDIT GMBH

Dr. Klein Ratenkredit significantly improves customer service in the financial services industry with Amazon Connect

Dr. Klein Ratenkredit GmbH, a financial services provider specializing in installment loans, has achieved significant improvements in customer service by using Amazon Connect. customer service through the use of Amazon Connect. The implementation of Amazon Connect, supported by tecRacer, enabled Dr. Klein Ratenkredit GmbH to modernize its financial advisory services and increase efficiency.

Challenges with the stability of the previous telephone system

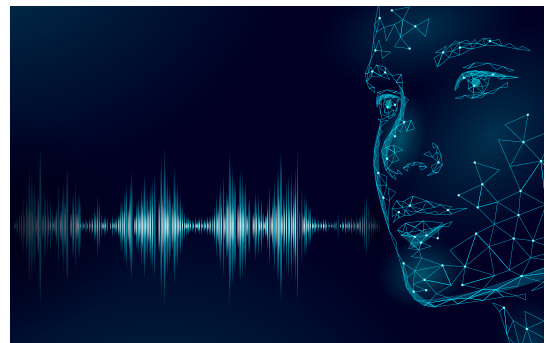
Dr. Klein Ratenkredit GmbH faced several challenges with regard to its existing contact center system. These included the differentiation of telephone numbers for inbound and outbound communication and insufficient stability in telephony with the previous provider in the VoIP area. In addition, the switch to a new company name required the re-communication of hotlines and direct consultant numbers to existing cooperation partners.

Higher degree of automation and direct integration into Salesforce

Dr. Klein Ratenkredit GmbH's goals for improving customer service were ambitious. These included direct administration, technical solutions for automation, improved evaluations of telephony and user behavior, stability with security and integration into the existing CRM Salesforce.

The solution to these challenges was Amazon Connect. The company opted for Amazon Connect due to its outstanding flexibility and scalability, as well as its ability to integrate with existing systems. The implementation was planned and carried out in close cooperation with tecRacer and was implemented according to a schedule with fixed deadlines.

The implementation included setting up new telephone numbers, creating creation of contact flows for the hotline and direct calls for financing consultants as well as the integration of Salesforce for direct lead opening for calls from end customers. A particular focus was on the implementation of a dialer and further automation.



Achievements

The introduction of Amazon Connect had a direct impact on the customer experience at Dr. Klein Ratenkredit GmbH. The stability of telephony was significantly improved, identification for cooperation partners was simplified and efficiency was increased through automation, particularly through the dialer. In addition, the response time has been significantly reduced, which has a positive effect on cooperation with the customer.

The increases in efficiency in the contact center were measurable, particularly through the introduction of the dialer, which shortened and automated processes, leading to faster processing and cost savings.

The cost structure was optimized by switching to Amazon Connect, as AWS only charges for features used, which made the use of resources more efficient.

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Contact person at the customer:

René van der Vügt



"The open and excellent cooperation at eye level with the tecRacer team contributed significantly to the success. Finding solutions quickly and a one hundred percent customer focus characterize this partnership."

Outlook

Dr. Klein Ratenkredit GmbH plans to further expand its Amazon Connect solution. Further plans include high-volume outbound communication and the integration of push messages or SMS via Amazon Pinpoint.

The company's long-term vision for customer service and contact centers is to further develop the voice and chat channels in both the B2B and B2C sectors.

The approach shows how innovative technology such as Amazon Connect can help revolutionize customer service and achieve efficiency gains while improving customer satisfaction.

Project duration

Pilot project 2 months, continuous development since then

About tecRacer

tecRacer, based in Hanover and with offices in Duisburg, Frankfurt, Hamburg, Mannheim, Munich, Lucerne, Lisbon and Vienna, offers Amazon Web Services (AWS) Consulting & Training Services from a single source - seamlessly integrated across the entire cloud lifecycle - from strategy to implementation and operation.

The strategy remains the clear focus on Amazon Web Services. According to an independent study by Crisp Research, tecRacer is probably the most competent and important partner in Germany in this area. And the focus on AWS proves tecRacer right: tecRacer has been repeatedly highlighted by AWS. In 2023, tecRacer received the „System Integrator Partner of the Year - Germany 2023“ award. The owner-managed company, which has also been recognized as a top employer in the SME sector, currently employs more than 150 permanent employees, has trained more than 12,000 participants in AWS and has already successfully implemented hundreds of AWS consulting projects.

In the area of contact centers, tecRacer has been an Amazon Connect Solution Provider since 2018 and has since implemented contact center migrations in successfully implemented contact center migrations ranging from approx. 20 to over 2,000 agents.

You can find more information at www.tecracer.com or contact us at connect@tecracer.com.

