



18 Years of Collaboration: The Coop Success Story

How Coop unified contact center operations
with Bucher + Suter

Case Study



Since 2006, Coop has relied on Bucher + Suter as the backbone of its contact center infrastructure. The two companies engaged at a time when Coop was still relying on a unified communications platform for its contact center operations—and when unified contact center platforms were still in their infancy.

The start of this engagement was preceded by a major turning point for the company. A few years earlier, in 2001, the 14 regional Coop societies and Coop Switzerland merged. Soon thereafter, the company decided to run its IT helpdesk on Cisco CallManager. In 2006, **Coop turned to Bucher + Suter to deploy Cisco Unified Contact Center Enterprise (UCCE) as part of its move toward a digitalized, customer-first strategy for contact center operations.**



2

The initiative had a few primary objectives:



- Scale to support Coop's growing network of customers and partners
- Bolster reporting and monitoring for continuous optimization
- Improve customer service KPIs
- Integrate digital channels for flexible, centralized routing and queuing
- Ensure high service availability and redundancy

Overall, Coop leadership wanted to evolve its commitment to delivering the best service for its customers, as well as its employees. Partnering with Bucher + Suter was the first step in what would become a longstanding collaboration.

Case Study



"Together for Our Customers": Overcoming Key Obstacles to Seamless and Scalable Service

For its more than 95,000 employees, Coop leadership instills a common group vision: **"Together for our customers."** At the beginning of the new millennium, the team understood that seamless, flexible, and highly scalable customer service would be critical to sustaining this vision.

Given the organization's existing contact center infrastructure at the time, it made sense to introduce Cisco's UCCE solution.

Moving to UCCE would help Coop overcome the obstacles standing in its way of a more connected customer experience, namely:

Agent Productivity Concerns

Coop's customer service agents shared their company's vision for exceptional customer service. Yet they were hampered by a heavy reliance on manual processes and inefficient tools to handle customer inquiries. A unified solution would boost productivity with features like automatic call distribution (ACD), and skills-based routing.

Limited Scalability

The legacy customer communication system was not suitable for the pace of scale that Coop anticipated, which would include more volume, the addition of new channels and technology, and the potential expansion of locations and headcount.

Lack of Reporting and Analytics

Given its emphasis on customer experience, Coop needed comprehensive reporting on call volume, resolution times, agent performance, and other metrics. This was key to optimizing and scaling contact center operations in the long run.

3



System Inefficiency and Siloed Operations

Before UCCE, much of Coop's contact center operations were siloed, leading to inefficiencies in routing inquiries, managing agent workloads, and making the most of customer data for deeper optimizations. Blending these various silos into a single, intuitive experience was critical to realizing Coop's vision for the future.

Limited Customer Service Channels

It was time to move beyond the reliance on traditional phone channels for customer service. Telephony being the only service option often resulted in long wait times, while limiting access for those customers and partners who preferred email or web chat. With UCCE, Coop stood to not only expand its service availability, but improve its phone support option considerably.

Case Study



Coop's Unified Contact Center Solution

Bucher + Suter acted as partner and guide in the move to Cisco UCCE. The new platform offered flexibility and customizations that opened the door to true omnichannel customer care.

Thanks to b+s Connects, Coop was able to integrate its **customer relationship management (CRM)** system, **contact center platform**, and **computer telephony** into a powerful, centrally managed solution.



Unified Cisco **reporting** for all interactions, giving the Coop team access to trends, potential problem areas, and other insights.



Faster, more accurate service thanks to integrated CTI, ACD, and **skills-based routing**.



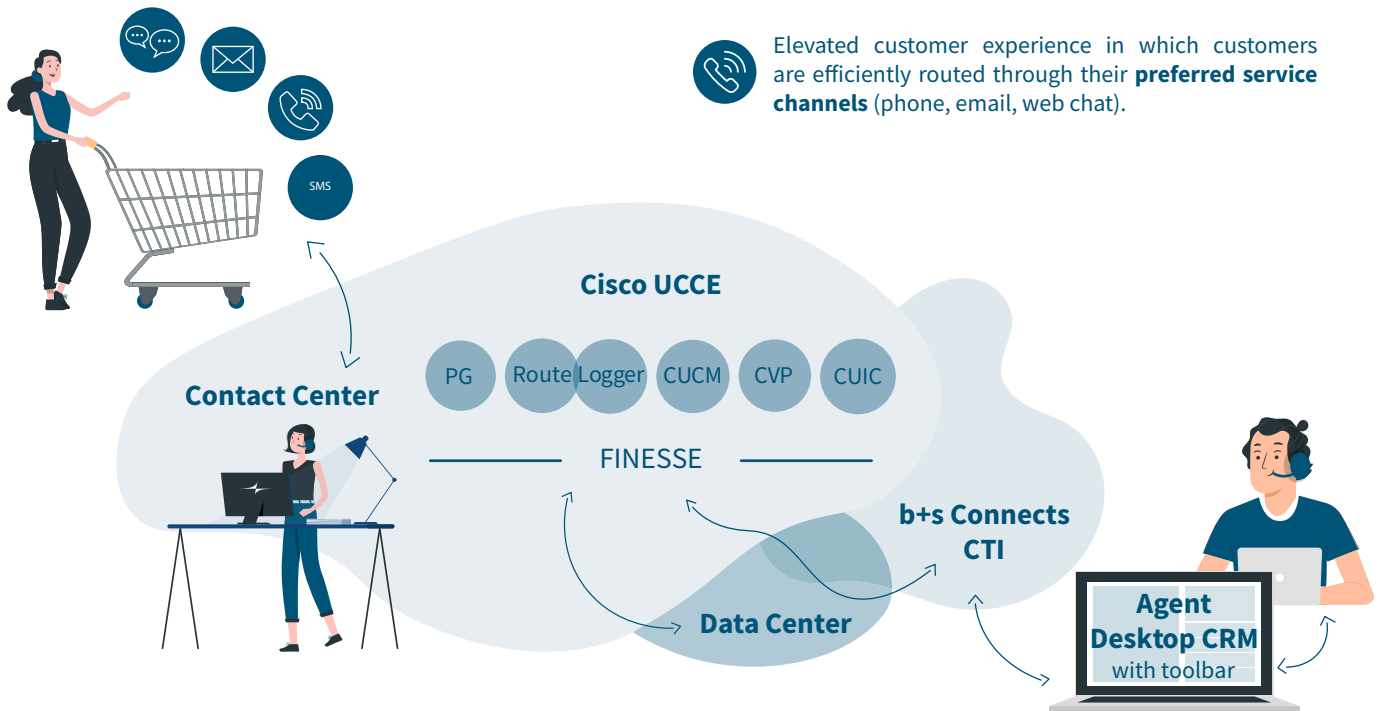
A **centralized view** of contact center resources, making it easier to: identify potential bottlenecks and plan for future needs; and plan upgrades or expansions.



Intelligent agent experience made possible by **AI-assisted tools** and recommendations, alongside an intuitive, single-view experience.



Elevated customer experience in which customers are efficiently routed through their **preferred service channels** (phone, email, web chat).



4

Today, Coop has more than 360 customer support agents using its solutions. Since first kicking off with Bucher + Suter in 2006, the company has since built further contact center services on the system. The result is a comprehensive platform that gives business leaders, managers, and agents deep visibility into the state of contact center operations. Customers, in particular, have access to intelligent, 24/7 service, among many other benefits.



If you're interested **get in touch** or explore our website:

<https://www.bucher-suter.com/operations/>