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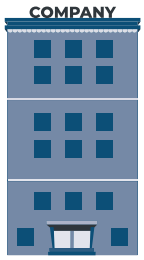
wingo

How Wingo Swiss optimizes its processes and improves customer service with the cloud-based Webex contact center solution from Cisco

Case Study

Challenge



Outdated, unreliable systems
Wingo's legacy on-premises system caused inefficiencies and failed to meet evolving customer expectations.

Solution

Cloud migration
Webex Contact Center and its innovative features transformed Wingo's operations, ensuring stability and scalability.

Result

Improved CX and efficiency
With Webex, Wingo saw faster resolution times, enhanced voice quality, and seamless integration across all channels.

About Wingo

Founded in 2013, Wingo is a Swiss telecommunication brand and part of the Swisscom family. Based in Fribourg, Switzerland, Wingo provides mobile connectivity, internet, and television services tailored to meet the needs of digitally savvy customers. The brand is built around simplicity and affordability, offering straightforward solutions without unnecessary features. Wingo's approach prioritizes essential services and leverages Swisscom's robust network to ensure reliable, high-quality connectivity. Customers can select the options that fit their needs—free from rigid bundles—while benefiting from competitive pricing.

How Wingo transformed customer service with Webex Contact Center

On any given day, Winog's agents may handle between 50-60 inquiries, often in multiple languages. According to Jonathan Romero, Head of Customer Care, having a stable contact center platform is key to addressing them effectively—however, their old system wasn't working out. "We had an on-premises solution from a small company, but they weren't developing it anymore," he explained. "They were more focused on small- and medium-sized businesses—not the kind of contact center activity we have."

- System failed to meet evolving CX
- Limited scalability for future growth
- Outdated system, no longer meeting needs
- Instability, unresponsive interface, slow responses
- Agents lacked key info, including customer language

More importantly, it didn't align with their customers' changing expectations. As Romero explained, consumers increasingly wanted speedy answers with thorough explanations. However, Wingo couldn't meet these changing needs without a modern, scalable solution.

A partnership for seamless transformation

Bucher + Suter are Wingo's trusted partner for Webex and Cisco Contact Center solutions, helping them optimize digital channels and seamlessly integrate their business applications into their contact center.
As a Swiss-based leader in contact center technology, we have been specializing in customer experience (CX) solutions for over 20 years, leveraging our deep expertise in collaboration, omnichannel contact centers, and enterprise application and CRM integrations. Founded in 1981, we continue to drive innovation in Cisco-based CX solutions, helping businesses optimize and future-proof their customer service operations.

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Wingo's needs and how they were matched

Custom Enhancements – Extended Webex with tailored features

Seamless Integrations – Connected CRM and business apps

Full Project Support – Partnered with Cisco from start to finish

Scalable & Future-Proof – Ready for growth and AI expansion

Better Agent Experience – Faster, smoother work-flows

Improved Customer Service – Quicker, more personalized support

Reliable & Secure – High-performance, stable solution

Proven Cisco & Webex Expertise – 20+ years of CX innovation

A partnership for seamless transformation

Start: They began with a thorough analysis to see what features and capabilities Wingo agents used on a regular basis. This allowed them to identify any aspects that may be missing in the new environment; however, as Romero said, Webex Contact Center provided them with all of these and more. In some cases, it even extended functionality.

Next: They tested for technical feasibility, installing some aspects of the business in phases. This enabled Wingo to test and see if they aligned with its needs.

"Quickly, Webex Contact Center was implemented in our production environment with all the features we required. And this was a really short process. In six months, we were up and running. "

Jonatan Romero, Head of Customer Care at Wingo

Empowering agents and supervisors with robust technology

Wingo wanted to ensure a positive user experience, so it gathered feedback from contact center agents. "For our supervisors, having dashboards with all information related to agent status, and the ability to communicate directly with the agent, was a pleasant surprise," Romero added. "It's a nice feature to have, and it's changed the way they work."

According to Romero, this flexibility has been a key benefit. He also said Webex's open architecture has been important, as it means the platform is compatible with Wingo's other business applications. "We used APIs to integrate some of our own systems," he said. "The capability to do that was really awesome."

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Outcome

Unified dashboard – One place for all inbound & outbound calls

No latency – Instant access to information

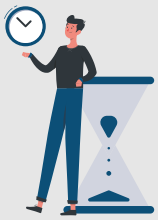
More reliable platform – No more system crashes or instability

Seamless data flow – Everything updates in real-time

Improved efficiency – Faster response times and better workflows

Enhanced supervisor oversight – Managers can now join calls in real-time instead of relying on messages or in-person updates

Delivering positive results for Wingo's growing business



Webex helped Wingo improve its average time-to-resolution.
The platform allows them to better prioritize incoming requests and route them to the best available agent, which has reduced their average speed of answer by over 10 seconds.

As for the customer experience, also seen notable improvements related to voice quality and background noise.
In the past, customers complained about having trouble hearing agents during conversations—but now, those complaints are gone.

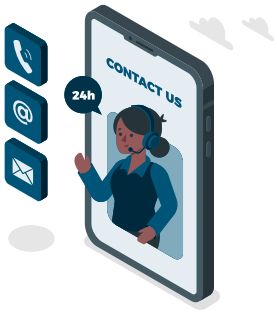
Harnessing AI to shape the future of customer care

Wingo is also looking forward to other useful AI tools, such as Webex's automated transcription capabilities, which can help summarize customer interactions. Romero is particularly interested in the platform's Cisco AI Assistant features, as these can provide agents with the best knowledge articles to answer questions effectively and efficiently. "The fact that Cisco supports this approach and can invest in these future solutions is really a game changer," Romero said.

Next steps

Contact us today to explore how Bucher + Suter can help your organization achieve the same success with your Contact Center.

info@bucher-suter.com



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Cisco Partner

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