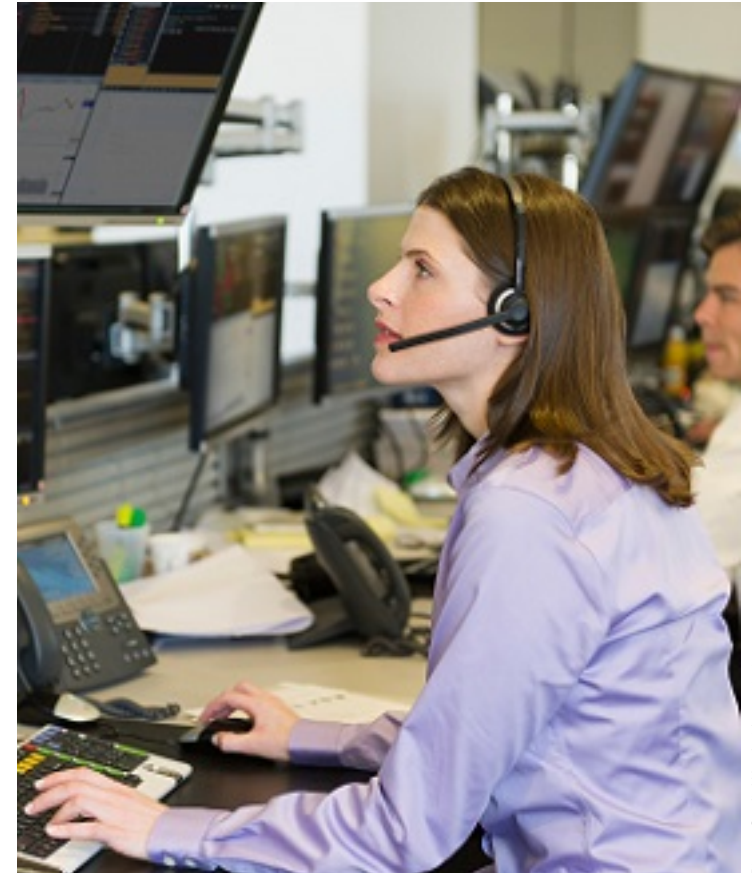


Yaskawa America: Driving Customer Satisfaction through Call Center Excellence with SAP® Contact Center

The world's largest manufacturer of AC inverter drives, motion control products, and industrial robots, Yaskawa America relies on 120 call center agents to provide 24x7 technical help to customers. But the level of service it wanted to provide was no longer possible with the old system. Also, changes like adding new users or changing queues required help from IT. The company also needed to protect against system failure and use its call center to support key sales programs and initiatives.

With SAP® Contact Center software, customer service operations at multiple locations are combined into a single virtual call center. Yaskawa America can customize service by caller or caller type, locate abandoned callers, and let agents work from home. Now 94% of calls are answered within 30 seconds, resulting in 50% shorter wait times.



Picture Credit | Used with permission.

Deeper insight, better service, lower costs

Cutting wait times by 50% with SAP® Contact Center software

Objectives

- Improve customer intimacy and satisfaction
- Maximize the efficiency of customer service
- Make call center managers more self-sufficient and less reliant on IT staff
- Integrate call center programs with other customer and company initiatives
- Reduce IT constraints in collecting and sharing customer information

Why SAP® Contact Center

- Flexible voice-over IP software to support multisite operations
- Comprehensive monitoring and reporting tools
- Native integration with the SAP® Customer Relationship Management (SAP CRM) application
- Data integration with other business systems

Benefits

- **50%** reduction in operational costs
- **10%** increase in revenue
- Reduction of the abandoned call rate to **2.2%**
- **50%** reduction in caller wait times
- **94.3%** of calls answered within 30 seconds
- Lower internal and external IT support costs
- Greater customer and distributor satisfaction



Company

Yaskawa America Inc., a wholly owned subsidiary of Japan-based Yaskawa Electric Corporation

Headquarters

Waukegan, Illinois

Industry

Industrial machinery and components

Products and Services

AC inverter drives, motion control products, and industrial robots

Employees

630

Revenue

US\$425 million

Web Site

www.yaskawa.com

“Our call center is one of the first steps in our Customer Experience Management process. SAP Contact Center software aligns our resources to our customers’ need at the right time. This allows us to maintain a competitive edge in our market space.”

Dennis Fitzgerald, VP Customer Satisfaction, Yaskawa America Inc.

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