

PRESS RELEASE

Würth TeleServices GmbH & Co. KG (WTS) as LiveCallCenter^{Design by HCD} at CCW 2015

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WTS involved in "dialog at eye level"

5 March 2015 | From 23 to 26 February 2015, WTS presented itself as live partner in the LiveCallCenter^{Design by HCD} at CCW 2015, the Congress fair for customer service, customer communication and call centers at Estrel Convention Center, Berlin. Under the motto "Dialog at Eye Level", the visitors of the LiveCallCenter^{Design by HCD} experienced how multi-channel communication is put into practice. Together with the co-initiator, HCD Human CallCenter Design Planungsgesellschaft, WTS demonstrated the successful integration of all touch points in a sustainable Contact Center. The dialog with the customer was turned into an integrative dialog experience with the help of all channels such as telephony, e-mail, chat, document sharing, co-browsing and video. Even training sessions and knowledge management were accessed on the user interface at the agent's workstation.

With more than 250 exhibitors from 20 countries and 7,600 visitors, the result of this year's CCW has reached a record level. This year, too, the LiveCallCenter^{Design by HCD} constituted the highlight of the fair and provided a very special experience to visitors from the industry.

Taking the example of the Würth master*Service*-Project, Adolf Würth GmbH & Co. KG's repair service, WTS made live telephone calls both inbound and outbound and excited the visitors to the fair with its multimedia dialog. WTS impressively demonstrated the level of flexibility and the different possibilities customers have in contacting Würth master*Service*.

Isidoro Nájera Coca, employee at WTS said: "It was a great experience for us to not only visit the fair as we did in past years, but to be able to present ourselves as qualified call center in the LiveCallCenter^{Design by HCD} and as service provider in telemarketing.



Würth TeleServices GmbH & Co. KG

WTS was founded in May 2006 and forms part of the Würth Group. Being a telemarketing agency, WTS offers both inbound and outbound oriented services with the aim of providing businesses with well-targeted support. These include services such as the organization of hotlines, potential analyses and the opening up of new businesses, first and foremost, however, active telephone sales and support provided to the sales force.