
We're connecting

YOU WITH YOUR CLIENT



Sales support
Customer Care
Market Research
Back Office
Automation

2022

AGENDA

ABOUT ARTERIA



OUR CALL CENTER



OUR SERVICES & SOLUTIONS



OUR STRATEGY



HR & RECRUITMENT



DEVELOPMENT PROGRAMS



QUALITY ASSURANCE



CASE STUDY – VOICEBOT



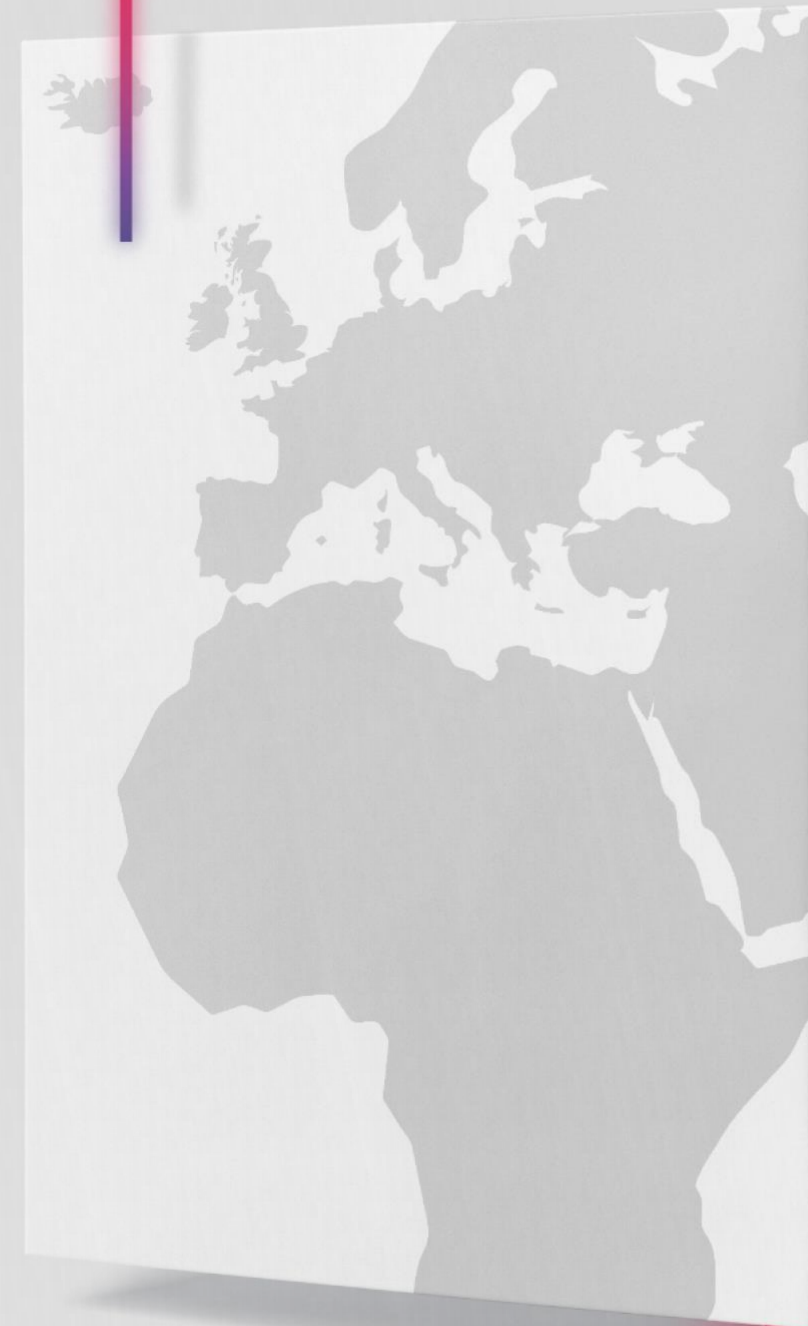
SELECTED CASE STUDIES

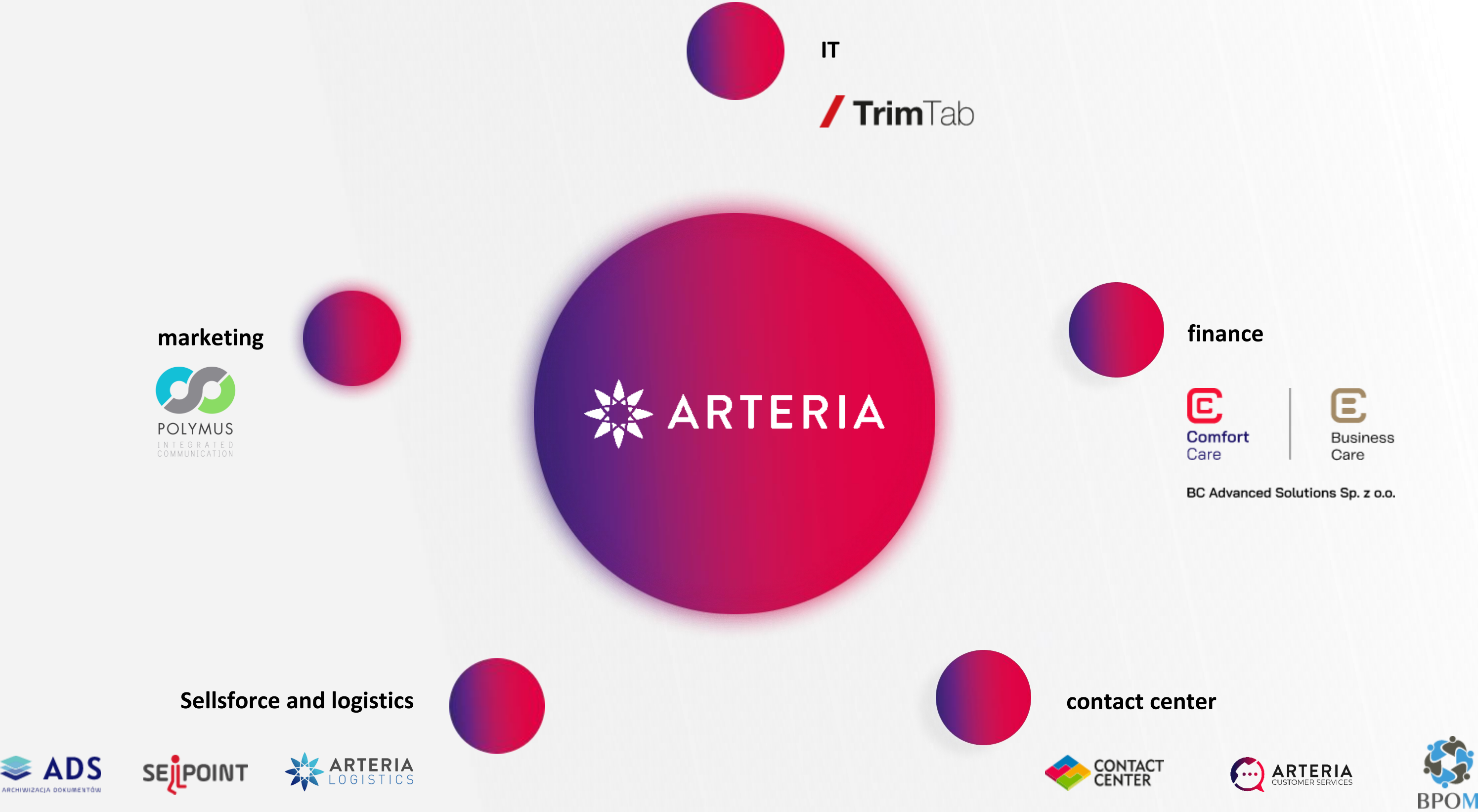


SOME OF OUR CLIENTS



Since 1999, we have been developing and providing comprehensive support for all aspects of outsourcing of sales processes and customer care – everything from creating campaigns by our own marketing agency, conducting direct & indirect sales, after-sales customer service and technical support as well as the processing and archiving of documents





We have the largest non-commercial contact center in Poland.

We have offices in cities with large academic bases, which ensures easy access to highly-skilled agents.

We have been listed on the Warsaw stock exchange since 2006.





11 Locations – one organisation



Full redundancy



Over **3000** highly skilled agents



Integrated IT systems



Over 2300 seats



Independent data links





SALES

- Customer acquisition
- Up-selling & cross-selling
- Sales lead generation
- Support for sales process
- Database verification and updating
- B2B/B2C Direct marketing lists search and rental



CUSTOMER CARE

- Multilevel Technical Support – Level 1/2/3
- Customer support with personal data access
- One & done claims service
- 24h Emergency hotlines
- Multichannel & Omnichannel
- Help Desk
- Mass mail processing
- Backup center service



AUTOMATION

- Automation of customer service process
- Automation of call center operations
- Trend research
- Chatbots
- Voicebots
- Voice2Messaging
- Bespoke CRM development & integration



DEBT COLLECTION

- Receivables management
- Debt monitoring
- Skip tracing



MARKET RESEARCH

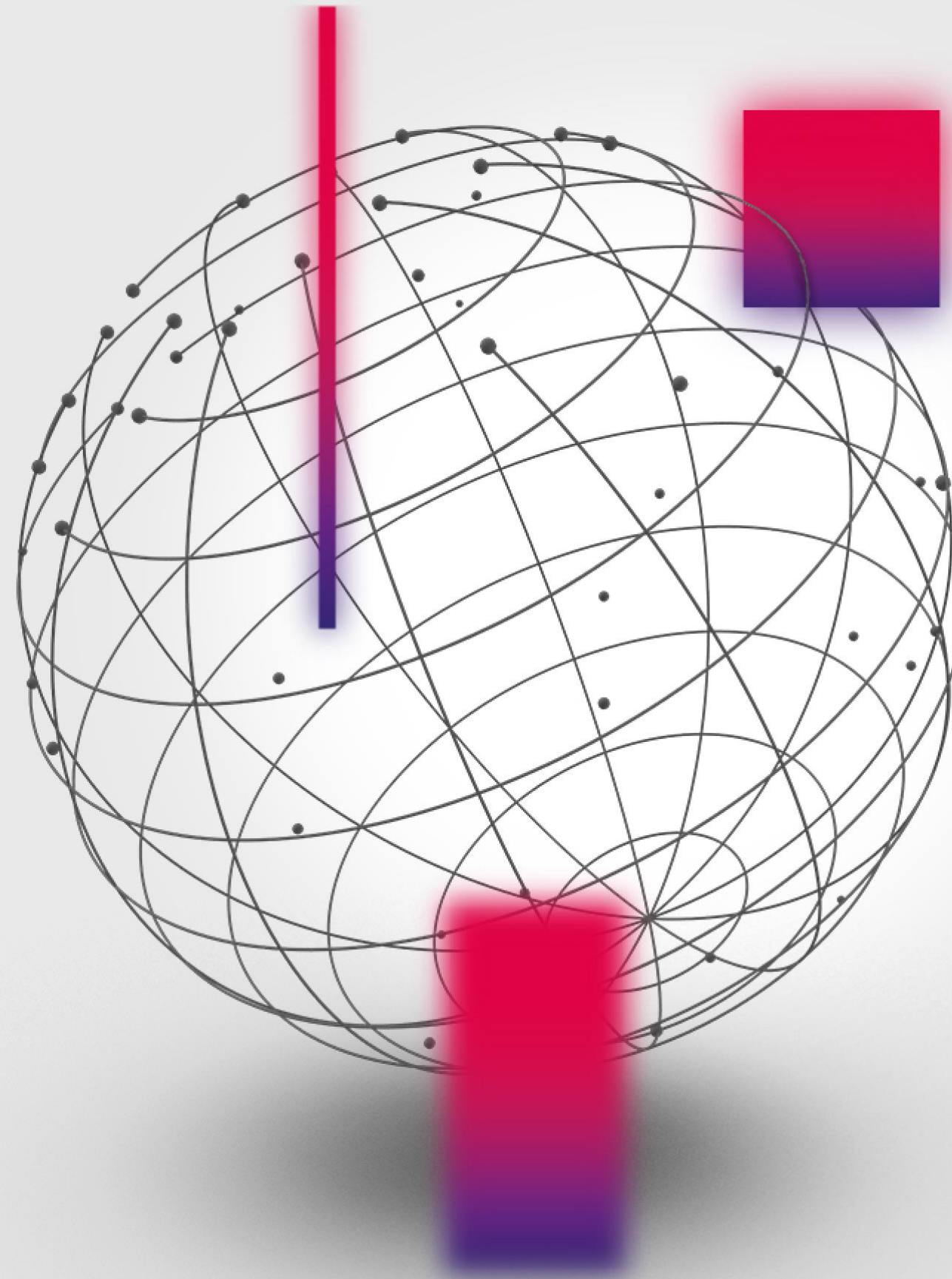
- Market research and public opinion surveys
- Customer satisfaction and loyalty surveys
- Mystery-shopper calls'
- CATI and CAWI

PROJECT MANAGMENT



Our strategy is to be a multilingual hub for all European & international markets. Today we provide services in the following language markets:

 Polish	 Turkish
 English	 Lithuanian
 Czech	 German
 Slovak	 Russian
 Hungarian	 Romanian
 French	 Spanish



OUR STRATEGY

Develop services for Western European countries, especially for Germany & the UK.

Experience in the recruitment of agents from Eastern European countries including relocation programs.

The guarantee of superior language quality through the professional support of specialists cooperating with Arteria.

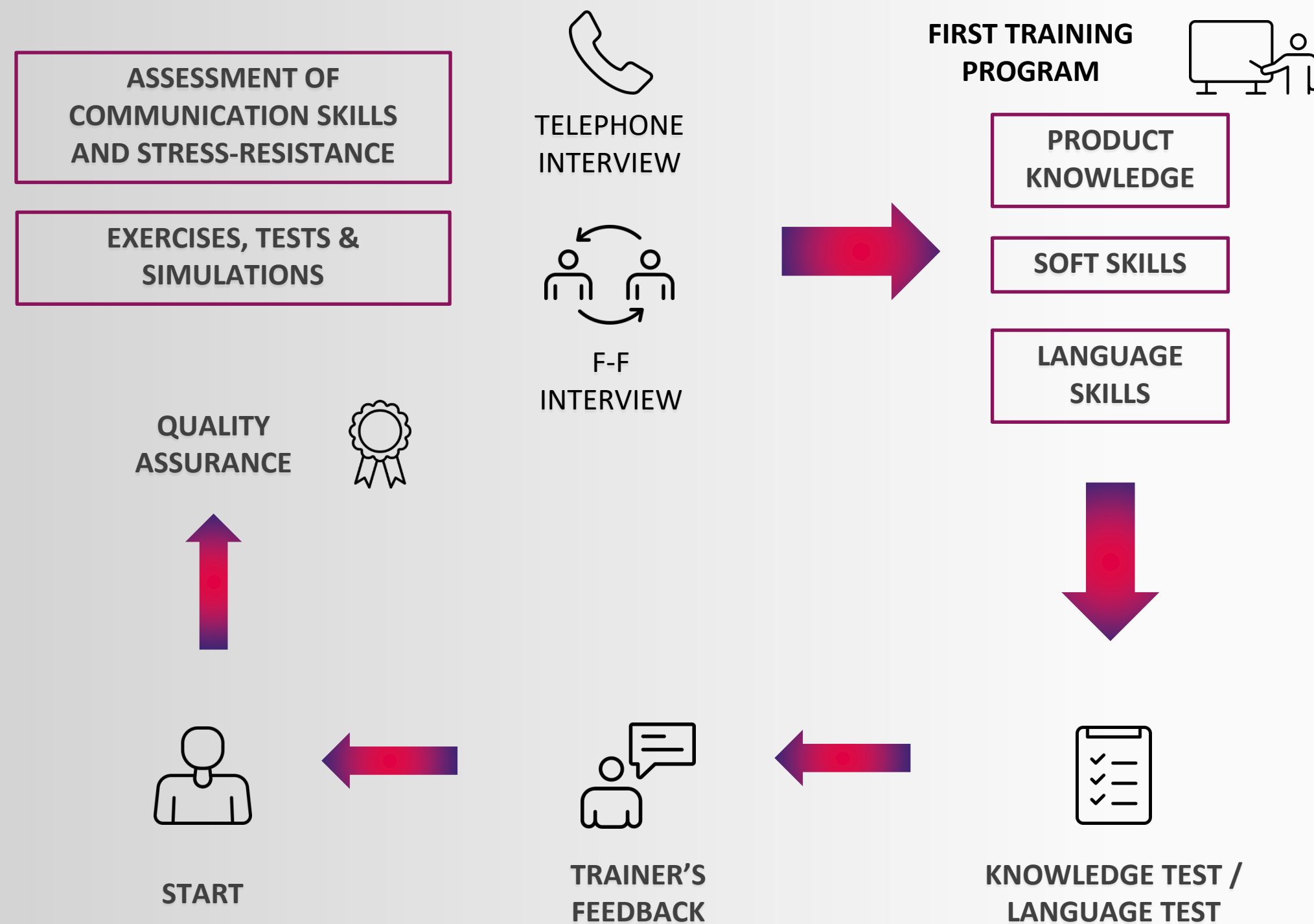
Support of European clients with Central/Eastern European languages from our multilingual hubs in Poland.

Recruitment of foreign agents within Poland.



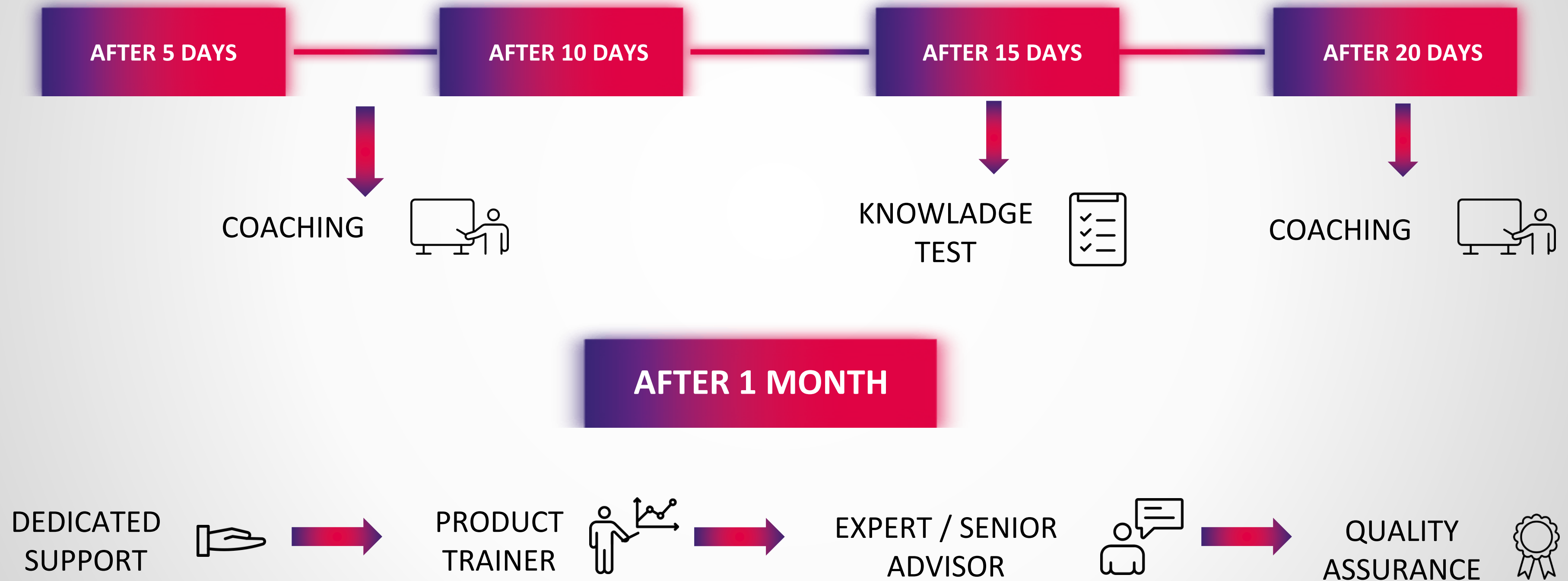
HR & REQRUITMENT



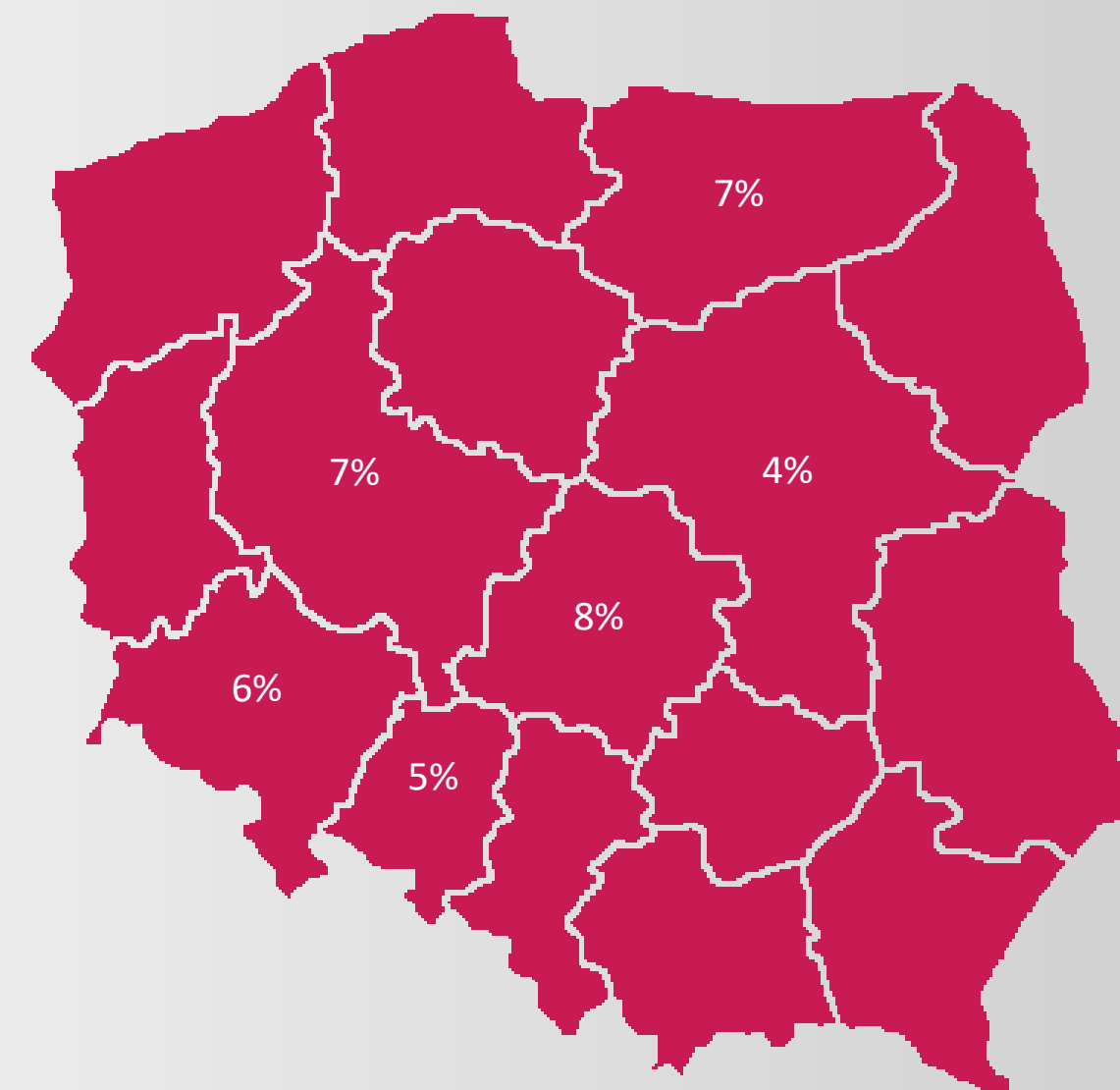


We believe in employee diversity and are proud to be an equal opportunity employer.

SUPPORT AT THE INITIAL STAGE



LOW TURNOVER = HIGH SPECIALISATION



2020 Total Turnover: 6 - 7%

Excludes seasonal & short-term projects

Very low turnover rate in 2020 mainly due to COVID-19.

RELIABLE RECRUITMENT THE RIGHT CANDIDATE

- Recruitment process aligned to the project specifications and agreed agent profile.
- We believe in diversity and are an equal opportunity employer.

EFFECTIVE TRAINING SYSTEM SELF-CONFIDENCE & MOTIVATION

- Initial project training.
- Quality assurance and monitoring.

FLEXIBLE WORKING CONDITIONS AND FORM OF EMPLOYMENT

- Flexible schedule.
- Employment contracts - all different types.

How do we achieve
low team turnover
and high specialization?

PERSONAL DEVELOPMENT HIGHER ENGAGEMENT

- Soft skills training.
- Promotion opportunities for agents to higher or parallel roles.

MOTIVATIONAL PROGRAMS AND COMPETITIONS

- Motivational competitions with non-financial awards.

MOTIVATIONAL SYSTEM

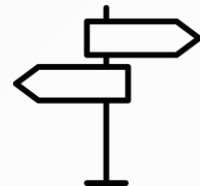
- Individual financial motivational systems aligned to project KPIs.

OUR APPROACH TO AGENT **DEVELOPMENT** PROGRAMS



GOALS

- Increasing motivation internally within teams.
- Building internal career development paths.
- A 4 to 6-month development program for employees who meet the criteria to join the development program.
- Groups of 6-8 people.



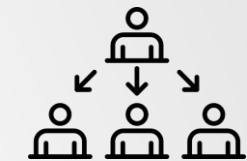
CRITERIA

- Length of work experience on a project.
- Stable results - maintained for a minimum 3-month period.
- Additional criteria as defined by the project group.



BENEFITS FOR PARTICIPANTS

- Training in the following skill areas: sales, management, development, product/service.
- Competency tests.
- Language lessons.
- Impact on the development of the project.
- Increasing personal efficiency.



STAGES OF CANDIDATE SELECTION

- Individual presentation - motivation, understanding of the role.
- Assessments – in the cases of many applicants.

AGENT DEVELOPMENT PROGRAMS



PREPERATION

- Designation of the project group.
- Project group - defining the criteria of the program.
- Preparation of communication to the target group.



COMMUNICATION

- Information meeting for managers.
- Information meeting for teams.
- Communication and presentation of the project at all stages of the program.



SELECTION

- Elimination tests.
- Group assessments.
- Individual assessments.
- Final competency assessment and selection of candidates.



DEVELOPMENT PROGRAM

- Commencement of the development program.
- Schedule of activities, workshops, individual development sessions.
- Feedback & program assessment.

PRODUCT AMBASSADOR PROGRAM



REQUIREMENTS

- Minimum 9 months of work experience
- Qualitative score of 95%
- Positive opinions of both the TL & QA
- 100% knowledge test score
- Preparation of a presentation as part of the program recruitment process
- Positive result of internal recruitment interview.



PROGRAM

- 2 Product training sessions
- 6 training sessions aimed at preparing for working with the group



BENEFITS

- Development of individual skills
- Participation in dedicated training sessions as part of the program
- Monthly Ambassadors lunch
- Monthly shopping voucher awards dependant upon results



AMBASSADOR ROLE

- Preparation of monthly product training sessions for Agents (1H).
- Preparing and conducting monthly 'Best Practices' training sessions for Agents.
- Weekly 'Open Hours' sessions for consultants.





MENTOR DEVELOPMENT PROGRAM



REQUIREMENTS

- Minimum 15 months of work experience.
- Qualitative score of 98%
- Positive opinions of both the TL & QA
- 100% knowledge test score
- Preparation of a presentation as part of the program recruitment process
- Positive result of internal recruitment interview.



PROGRAM

- 6 training sessions to prepare for the role of a Mentor
- 6 training sessions dedicated to mentoring
- Individual skill tests
- Feedback session with an external & internal coach



BENEFITS

- Development of individual skills
- Participation in dedicated training sessions as part of the program
- Monthly Ambassadors lunch
- Monthly shopping voucher awards dependent upon results



MENTOR ROLE

- Onboarding of junior and entry-level Agents.
- Support in onboarding procedures.
- Spending at least 10 hours in mentoring new entry-level Agents monthly.
- Spending at least 10 hours in mentoring junior Agents (3 months).



Calibration process

Before the project goes live, we perform a calibration process with the participation of both our and The Clients trainers.



QUALITY
ASSESSMENT CARD



QUALITY
ASSESSMENT CARD



CLIENT

QUALITY ASSURANCE



COACHING

- Listening & reviewing calls
- Selecting calls
- Trainer-advisor sessions
- Analysis and support
- No impact on agent's salary



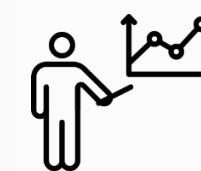
ONLINE MENTORING

- Real-time coaching



INTERNAL QUALITY ASSESSMENT

- Random records
- Incentive systems
- Different trainers
- Quality assesment card



TRAINING

- Soft skills
- Language skills
- Product knowledge



AUTOMATICAL CALL ANALYSIS



FULL MONITORING OF TRENDS AND BEHAVIOUR

SOLUTION

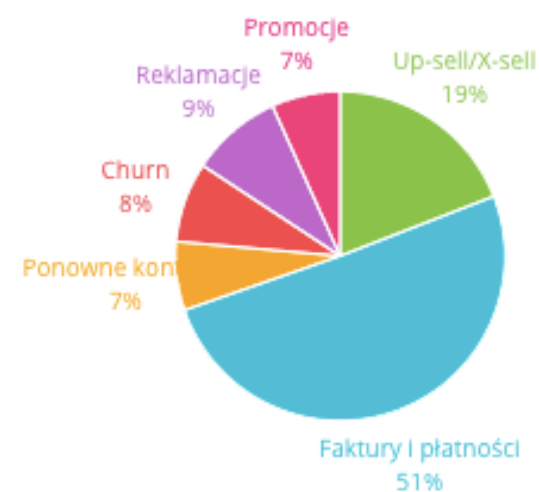
- Full, automatic transcription and division of conversation participants into roles.
- Transcripts of up to **40,000 minutes** of recorded conversations per day.
- Easy navigation of each recording.
- In-depth analysis of recordings based on defined parameters.
- Contextual searching.
- Data export to various file formats.
- The ability to easily find content that cannot be stored due to GDPR.
- Categorisation based on keywords, phrases and metadata.
- Searching for conversations by categories or phrases - up-sell, x-sell, churn, complaints etc.
- Unfavorable trend alerts - three-level thresholds set individually for each category.
- Change of trends presented on the timeline.

BENEFITS

- **Information in real time**
- **Higher quality of service**
- **Reduction of churn**

FULL MONITORING OF TRENDS AND BEHAVIOUR - EXAMPLE

Rozkład kategorii



Up-sell/X-sell

2016-05-14	0
2016-05-15	3



Faktury i
płatności

2016-05-14	5
2016-05-15	6



Chmura słów



Ponowne
kontakty

2016-05-14	0
2016-05-15	1



Churn

2016-05-14	2
2016-05-15	4



Reklamacje

2016-05-14	1
2016-05-15	3



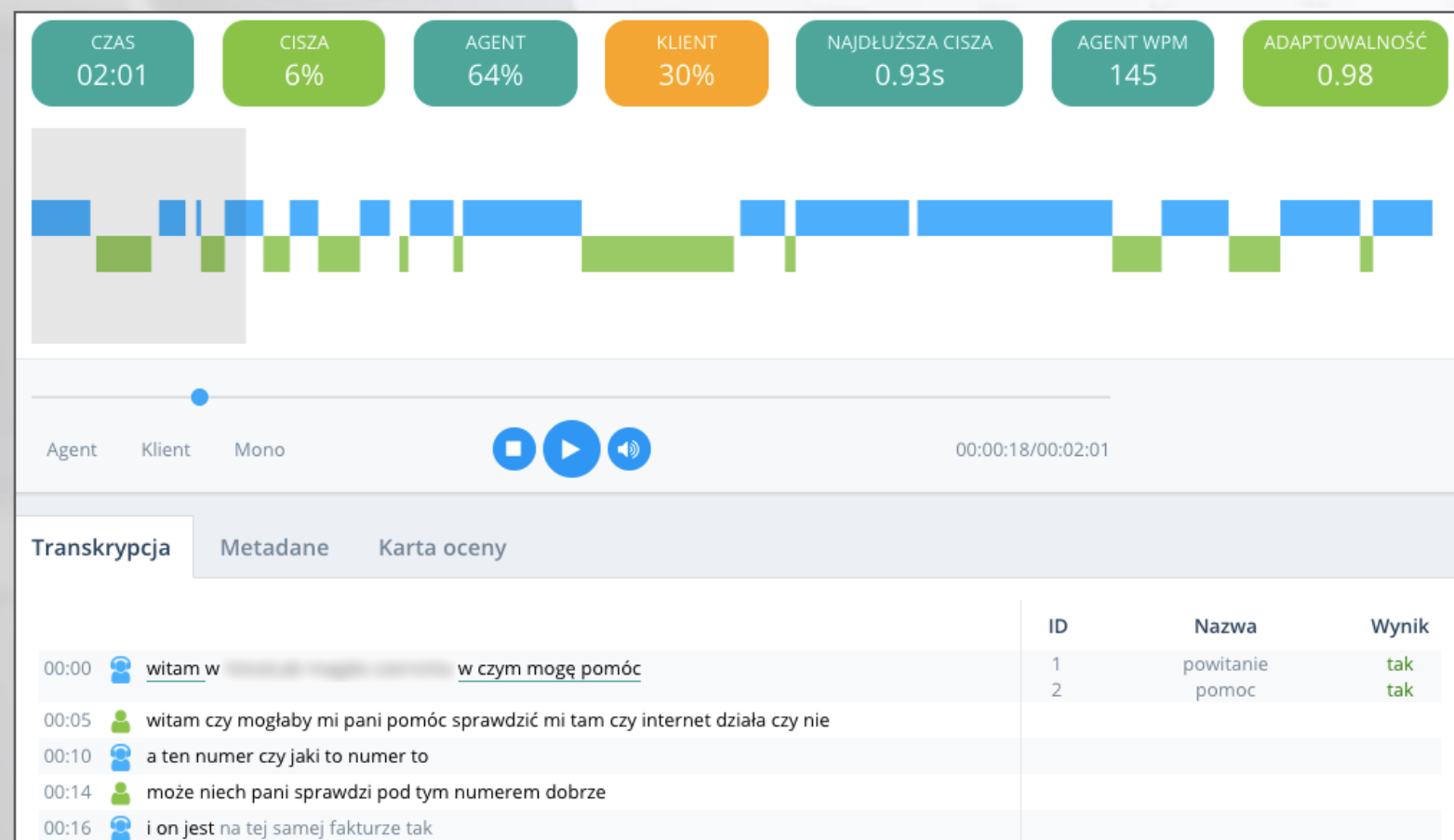
Promocje

2016-05-14	0
2016-05-15	1



EVALUATION OF OUR CONSULTANS WORK

CALL MONITORING SHEET



SOLUTION

Assessment of the achievement of the conversation objectives based on the call monitoring sheet.

Easy checking of the obtained results – with one click you can move to the part of the conversation in which the given phrase appears.

Automatic evaluation of the consultant's preparation.

BENEFITS

Reduction of costs

More conversations checked

Improved quality of work



KNOWLEDGE BASE

Nowe Wpisy Baza Wiedzy			Baza wiedzy			Raporty			1473			1474		
Szukaj			Dodaj			Usuń			Edytuj			Przepnij element		
Eksportuj														
Nazwa			Kategoria			Pytanie								
WIDOK DLA KONSTULTANTÓW			TreeRoot											
INFORMATORIUM PARP			WIDOK DLA KONSTUL...											
KONTAKTY			INFORMATORIUM PARP											
O PARP			INFORMATORIUM PARP											
POZOSTAŁE INFORMACJE			INFORMATORIUM PARP											
ARCHIWUM			INFORMATORIUM PARP											
PROGRAMY OPERACYJNE			INFORMATORIUM PA...											
DODATKOWE MATERIAŁY			INFORMATORIUM PARP											
2.3 BAZA USŁUG ROZWOJOWYCH (BUR)			WIDOK DLA KONSTUL...											
FAQ BUR			2.3 BAZA USŁUG ROZ...											
REGULAMIN BUR			2.3 BAZA USŁUG ROZ...											
FILMY INSTRUKTAŻOWE DOTYCZĄCE REJ...			2.3 BAZA USŁUG ROZ...											
LISTA CERTYFIKATÓW/AKREDYTACJI UPRA...			2.3 BAZA USŁUG ROZ...											
LISTA AKTÓW PRAWNYCH/PRZEPISÓW PR...			2.3 BAZA USŁUG ROZ...											
INSTUKCJA DO SYSTEMU			2.3 BAZA USŁUG ROZ...											
PORADNIK DLA BRANŻY SZKOLENIOWEJ			2.3 BAZA USŁUG ROZ...											
AUDYTY			2.3 BAZA USŁUG ROZ...											
WYSZUKIWARKA USŁUG			2.3 BAZA USŁUG ROZ...											



A compendium of knowledge for our agents.

Precise instructions and tips.

Clearly defined competencies and skills.

Intuitive searching & navigation.

Updates in the script.

CONTENT
PREPARATION

PREPARATION OF THE
KNOWLADGE BASE

UPDATING
CONTENT

HOW WE RUN OUR BUSINESS

PRODUCTIVITY

- Training courses.
- Multi-channel communication. (phone, email, SMS, IVR, webchat)
- Integration with the client's CRM systems.

SYSTEMS

- Computer Telephony Integration
- 
- Automatic Call Distribution**
- ### PREDICTIVE DIALER
- Effective management of call traffic and agents' working time.
 - Best in-class IT systems. (Avaya, Genesys, Alfavox)
 - Cloud solutions services.

DATA






- Call recording and tracking of agents' activities.
- Detailed operational reports.
- Operational data analysis and amendments implementation.

We increase the effectiveness of telemarketing campaigns compared to standard solutions.

In terms of security, we follow the provisions of ISO 27001:2013

Arteria meets the requirements within the data protection policy specified in the act dated 2016/679 of 27 April 2016 Regulation of the European Parliament and of the Council (EU) on the protection of individuals with regard to the processing of personal data and on the free movement of such data and the repeal of Directive 95/46/EC (GDPR).

We have fully implemented documentation as required by GDPR regulations including:

-  Incident reporting connected with data security (implemented and maintained incident reporting system).
-  Continuity of action (implemented and maintained plan of continuity of action).
-  Risk assessment (implemented method of risk assessment in the field of data protection).
-  Register of processing activities.
-  Security policy.

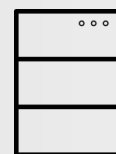


INFRASTRUCTURE & **SETUP** BUSINESS **CONTINUITY PLAN**



TELECOMMUNICATIONS

An integrated IT environment and independent connection to the telecommunications operator in each location (this allows us to redirect telephone traffic from other locations if the link goes down).



BACKUP POWER SYSTEM

Each of our sites has an UPS and aggregate (up to 8H of backup power).

One of our sites has a two-sided UPS power supply.



CALL CENTER SYSTEM

We have four of our own Call Centre systems with identical functionalities (they can mutually replace each other in case of failure).



BACKUP LOCATIONS

Assigned individually if required.



CASE STUDY - VOICEBOT



CHALLENGES

- Reduce consultant workload associated with taking and recording electrical meter readings and determining the amount to be billed.
- Automation of repetitive tasks.
- Cost reduction.
- Providing an even higher standard of customer service.
- Increasing the availability of consultants by handling the repetitive process by a voicebot.

SOLUTION FOR A LARGE POLISH ELECTRICAL DISTRIBUTION AND SUPPLY COMPANY

SOLUTIONS

- Introduction of a voicebot that accepts the meter reading from the client and provides the balance to be paid.
- Retrieval of the Customer ID & PESEL numbers by the voicebot.
- Authorisation and confirmation of the customer with the provided numbers in the Client's system.
- Collection of the electrical meter reading from the customer by the voicebot.
- Automatic transfer of the collected data to the Client's system.
- The voicebot provides the customer with the amount due for payment.

SOLUTION FOR A LARGE POLISH ELECTRICAL DISTRIBUTION AND SUPPLY COMPANY

Scenario 1 One meter reading

- 1 Please enter your ID number after the tone.
- 2 Please enter your PESEL number after the tone.
- 3 After the tone, please enter your meter reading.
- 4 Please hold the line, your meter reading is being entered into the system.
- 5 The amount for payment is...
- 6 Thank you for calling. Enjoy the rest of your day.

Scenario 2 Two meter readings

- 1 Please enter your ID number after the tone.
- 2 Please enter your PESEL number after the tone.
- 3 After the tone, please enter your FIRST meter reading. / (...) SECOND (...)
- 4 Please hold the line, your meter reading is being entered into the system.
- 5 The amount for payment is...
- 6 Thank you for calling. Enjoy the rest of your day.

Scenario 3 Incorrect Customer Number

- 1 Please enter your ID number after the tone.
- 2 The provided ID number isn't correct – I'm now connecting you with a consultant.

Scenario 4 Incorrect PESEL Number

- 1 Please enter your ID number after the tone.
- 2 Please enter your PESEL number after the tone.
- 3 The provided PESEL number isn't correct – I'm now connecting you with a consultant.

Scenario 5 Incorrect Meter Reading

- 1 Please enter your ID number after the tone.
- 2 Please enter your PESEL number after the tone.
- 3 After the tone, please enter your meter reading.
- 4 The provided meter reading isn't correct – I'm now connecting you with a consultant.

OUR WARSAW OFFICES



Do you want to know more
about how we can help your
business?

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