



## Call Center Solution Helps BMW Financial Services Keep Customers on the Line and Profits on the Rise

Headquartered near Oslo, Norway, BMW Financial Services (BFS) provides financing alternatives for customers who purchase BMW automobiles. In the highly competitive auto financing market segment, BFS found itself losing business because its phone system kept potential customers waiting for so long that they often simply hung up. Lost callers meant lost business.

To fix the situation, BFS installed the TeleVantage\* Call Center solution from Artisoft, built with telecommunications building blocks from Intel. The solution provides BFS with complete control over customer communications and has exceeded the company's expectations.

### Opportunity

"In our business, we need to handle customers as quickly as possible," explained Bjørn Knudsen, Managing Director, BMW Financial Services. "If a customer tries to call us but we do not pick up the call immediately, we have lost a client to a competitor. Therefore, we need a system that can get a call to the right person in the least amount of time or we lose money."

To meet these pressing customer communications needs, BFS decided it

### Close Up

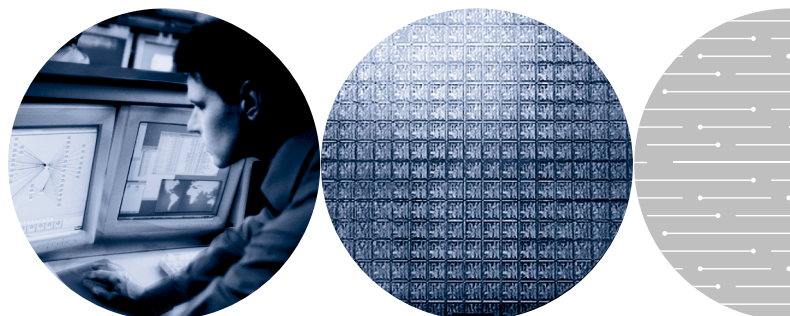
- BMW Financial Services provides financing for BMW automobile customers.
- Phone system kept potential customers waiting — causing hang-ups and lost business.
- Company chose the TeleVantage Call Center solution from Artisoft, built with Intel telecommunications building blocks and quickly and easily installed by Euroline.
- New system has cured the hang-up problem and improved call routing and customer service.

needed a powerful and flexible call center solution. It approached Euroline, a regional authorized Intel provider, for a solution that would provide complete control over every call that came in and allow BFS to tailor the way each call was handled to suit the needs of individual agents.

### Solution

Euroline showed BFS the TeleVantage Call Center from Artisoft, built with telecom building blocks from Intel. This flexible, powerful call center system is designed specifically to enable companies to build revenue and enhance customer service, so it was a perfect match for BFS's needs.

Intel in  
Communications



**“I’ve worked on projects to implement large systems in the past, both telephony and network-related, and I know there are always challenges. However, the implementation of the TeleVantage system, built on Intel network and telecom components, went very smoothly and without a hitch.”**  
**— Bjørn Knudsen,**  
**Managing Director**  
**BMW Financial Services**

The TeleVantage solution had several key features BFS needed:

- Customizable, flexible, and powerful queues
- The ability to handle individual callers in specific ways with routing lists and call rules
- Call logging
- Scalable and standards-based for easy upgrades

BFS immediately saw that the TeleVantage system could solve its customer hang-up problem and provide even more value than it had expected. TeleVantage would give BFS an extra level of control over its telephone usage, with live queue information on the agents’ screens and automatic call logs. Also, agents would have the ability to transfer calls and initiate conference calls with a click of the mouse. Best of all, the intuitive interface would be simple to adopt and use for agents already accustomed to Microsoft Outlook\*.

### Technologies

The Artisoft TeleVantage solution is built with hardware from Intel:

- Intel® Dialogic® D/300E1-PCI Voice Boards
- MSI/160PCI-GBL Station Interface Boards
- Compaq server based on Intel building blocks

For BFS, Euroline configured the system with individual queues for agents plus queues for specific types of customers and analog phones and headsets. One of BFS’s agents recorded sound prompts for the different queues using a handset connected to TeleVantage.

The entire system was installed in just half a day, with the software having been preinstalled and configured by Euroline’s System Integration Services Group. Installation at the BFS site was as simple as getting new phone cables to the agents’ desktops and installing the graphical user interface of TeleVantage on the agents’ PCs. Euroline also trained the system administrator and users to quickly bring them up to speed.

### Results

BFS no longer misses customer calls and is confident that the added business it gets from calls it would have lost with the old phone system will more than pay for the cost of its new solution.

“I’ve worked on projects to implement large systems in the past, both telephony and network-related, and I know there are always challenges,” explained Knudsen. “However, the implementation of the TeleVantage system, built on Intel network and telecom components, went very smoothly and without a hitch. It was just a matter of deciding on the correct configuration for the queue handling.”

BFS has been delighted with the system’s smooth operation. By providing complete control over customer communications, it has exceeded BFS’s expectations.

### About BMW Financial Services

Established in 1999, BMW Financial Services Norway is the BMW customers’ own financing institution and one of the largest car financing institutions in the world. During 2002, the company financed more than 1.4 million cars and had a portfolio worth more than US\$18 billion. A subsidiary of BMW Financial Services Scandinavia AB, the company is located at Slependen outside Oslo, Norway. BMW Financial Services Norway is responsible for BMW’s financial products targeting the private and company car market segments.

### About Euroline AS

Euroline AS is an ISO 9002-certified Norwegian importer and distributor of network and communications technology products. As a competence-oriented distributor, the company sells quality products and backs them up with knowledge on all levels. The company operates in diverse market segments such as serial communications, network fax solutions, and computer telephony. With more than 11 years of experience in these fields, the company is a quality supplier and a safe choice for dealers needing a competent partner in their areas of operation.

## About Artisoft

Artisoft, Inc. is a leading developer of open, standards-based telephone systems that bring together voice and data for more powerful and productive communications. Artisoft's TeleVantage delivers greater functionality, flexibility, and value than proprietary PBXs to a variety of customers, from small offices to large enterprise organizations with sophisticated call centers. Artisoft's innovative software products have consistently garnered industry recognition, winning more than 35 awards for technical excellence. The company distributes its products and services worldwide through a dedicated and growing channel of authorized resellers. For more information, please call 800-914-9985 or visit the company's website at <http://www.artisoft.com>.

## About Intel

Intel, the world's largest chipmaker, is also a leading manufacturer of computer, networking, and telecommunications products. Intel telecom products offer developers, service providers, resellers, and communications system owners what they need to succeed in the world of converged voice and data communications. This includes a broad range of high-performance, open communication building blocks, a global network of solutions providers, and comprehensive support and consulting services. Ranging from silicon to software protocols, boards, middleware, and communications server platforms, these open, high-performance building blocks are available at various levels of integration to meet converged communications needs from the enterprise to the public network. They can enable a broad range of converged Web services including Internet voice browsing, IP-enabled contact centers, voice portals, unified messaging and communications, and more. For more information, visit <http://www.intel.com/design/network/products/telecom/index.htm>.

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