



Transcom, in cooperation with Altitude Software, helps clients provide a positive customer service experience every day, thereby increasing brand strength and fighting churn. Altitude Software is Transcom's main supplier of a suite of customer interaction management solutions for inbound and outbound communication, as well as back office tasks.

Altitude's uCI 7.1 offers a highly-effective, truly multichannel solution complete with a universal queue, built-in knowledge database and the ability to segment customers based on profile and value, routing them to the best available agent in a versatile pool of Transcom customer care professionals. The software provides a standard development toolkit equipping Transcom with the following features:

- Call recording
- IVR
- Multimedia blending (Voice, letters, fax, email and web collaboration)
- Predictive dialling
- Scripting
- Workflow management
- Full CTI (computer telephony integration) functionality

Transcom works with Citibank Portugal providing outbound and back office services using the Altitude platform from our sites in Lisbon and Famalicão. Altitude uCI 7.1 is installed on each agent's desktop, allowing them to access detailed customer data for new credit card sales. Transcom also carries out up-sales campaigns to Citibank's existing customer base.

Working with Altitude since 2003 in Portugal, Transcom has been able to improve the solutions we provide for Citibank, simplifying processes and thereby making them more efficient. The benefits and savings achieved through this partnership are passed on to our clients.

In Spain, Transcom agents carry out targeted B2C telemarketing campaigns via Altitude to promote and sell CIGNA insurance. The types of insurance sold include: accidental death; accidental hospitalization; accidental disability; critical illness; and dental insurance. CIGNA has seen Transcom successfully reach and often exceed conversion rate targets by 30 to 150%.

Over 100 FTEs use Altitude daily to provide high-quality service to CIGNA customers from Leon and Sevilla in Spain, and Riberão in Portugal. Altitude's call recording software ensures that both Transcom and the client can monitor call quality as often as necessary. Reports generated by Altitude are fed daily to CIGNA's data warehouse, ensuring that CIGNA's records are up to date and accurate. Transcom benefits from Altitude's dedicated regional development team which is available to work with Transcom on enhancements and usability.

Transcom's relationship with Altitude is rewarding for both our organization and for our clients.

Contact us to find out more about Transcom and Altitude.

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