



Gartenfreunde-Shop.de includes a number of web shops. Among the offered products are garden tools and supplies, fences, saunas, barbecues and chimneys. Due to seasonally changing demands and necessary professional advice for many of their products, a reliable call center solution is crucial.



Solution at a glance

- 19" Telephony Server with analog and ISDN
- 20 Snom 3xx IP phones
- Central display of live statistics in the call center
- Flexible agent queue login to adjust to changing call load

About Askozia

Askozia started out in 2007 by developing a highly intuitive telephone system firmware for embedded appliances. Askozia has since become an international developer of realtime IP communication technologies and PBX software for service providers, SMBs and system integrators worldwide.

Call center is ready for seasonal business

Increased sales from day one

As the Gartenfreunde web shop offers many products which require phone consulting, a call center solution with high-quality customer hotline is vital to the success of the online business.

When the Gartenfreunde web shop was in need of a new telephone system, the management was looking for a more flexible system as many of their products are seasonal items and therefore significantly more calls come in during certain seasons. At peak times, such as during the first sunny days in spring, agents from other business areas can flexibly log into the ACD call queue to handle the increased call load of up to one thousand calls per day.

"Already on the first day, the live statistics provided by Askozia's Wallboard have increased our sales significantly. It has become a most integral part of our customer service."



Ralf Geishauser, CEO

The challenge every hotline is facing, that customers sometimes do not wait until their call is answered but simply hang up, has been elegantly solved with the wallboard. If a caller hangs up within the call queue, this is indicated on the wallboard and the caller can be called back later.

A future expansion of the call center will also be at hand as Askozia's pricing model allows to flexible add agents without additional license fees for agents, extensions, or channels.