



DiaSorin

Orange contact center enhances customer service

“ Instead of struggling with a pieced-together call-center solution, DiaSorin is using Orange Business Services to provide a global, end-to-end managed service, eliminating the need for multiple inbound voice service providers and plugging the holes in our existing call center coverage. ”

Ferdinando Peretto
CIO
DiaSorin Group

Highlights

- DiaSorin is a global leader in developing, producing and distributing immunodiagnostic kits
- It's new customer service systems enable end users to install and use DiaSorin equipment
- A mix of legacy inbound voice providers was unable to deliver global coverage and SLAs
- They now enjoy Orange Contact Center access in 28 countries
- Customers can now call from any geographic location and call waiting times have been reduced
- The solution enables new customer service systems



**Business
Services**



Issues and challenges

DiaSorin is a global leader in developing, producing and distributing immunodiagnostic kits for clinical research labs of pharmaceutical companies, hospitals and private diagnostic labs, pregnancy tests and treating diabetes. From its headquarters in Saluggia, Milan, Italy it operates as a group of 24 companies across Europe, the Americas and Asia, with 1,500 employees in over 60 countries and 80+ independent distributors. DiaSorin is widely regarded as “the” in-vitro diagnostics specialist.

The company is very focused on customer service and had invested in new systems that would enable end users to install and use DiaSorin equipment. In turn this would speed up deployment and reduce the pressure on management in Italy to support local operations.

A state-of-the-art call center was developed to centralize all customer support calls. However, the multiple inbound voice service providers could not provide the global coverage and high service levels DiaSorin required. The company was concerned that customer service expectations were not being met, with potential damage to its brand reputation.

The objective

Enhance customer service through a single, global inbound voice provider delivering stringent SLAs to support new customer service systems.

The benefits

The Orange Contact Center solution has delivered significant support to the new systems that are a key part of the DiaSorin customer service strategy.

Enhanced service

- Ease of use via many access methods
- Reachability from any geographic location

Better management

- Single global provider
- Flexibility in billing and currency payment arrangements
- Less time needed to support local departments

Improved performance

- Tools that deliver visibility and control
- Increased reliability

Support for growth

- Orange call collection from 110 countries
- Global capability

The Orange Business Services solution

- Orange Contact Center access in 28 countries worldwide and a variety of access methods: local, toll-free, international toll-free and toll-share
- Centralized call center in Italy
- Fully-managed, secure, global IP infrastructure
- Flexible billing and currency payment arrangements
- Service and project management

The results

- Increased global coverage
- Reduced call waiting times
- Improved quality of service
- Lower management costs

“ In addition, Orange Business Services will provide the improved quality of service and response times required by DiaSorin. ”

For more information about Orange Business Services, visit www.orange-business.com
For more information about DiaSorin, visit www.diasorin.com



**Business
Services**

Copyright © Orange Business Services 2016. All rights reserved. Orange Business Services is a trading name of the Orange Group and is a trademark of Orange Brand Services Limited. Product information, including specifications, is subject to change without prior notice.

0216/CCS-DIA-032(3)