

Customer Case: How Nilfisk implemented and operates a global Contact Centre

Intro to netnordic

We are a Nordic Company

We are **600 employees**

Represented in Norway, Sweden, Denmark and Finland.

Turnover (proforma) in 2022 was:

2,2 billion NOK

Strategically located in **17 offices** across the Nordic region.

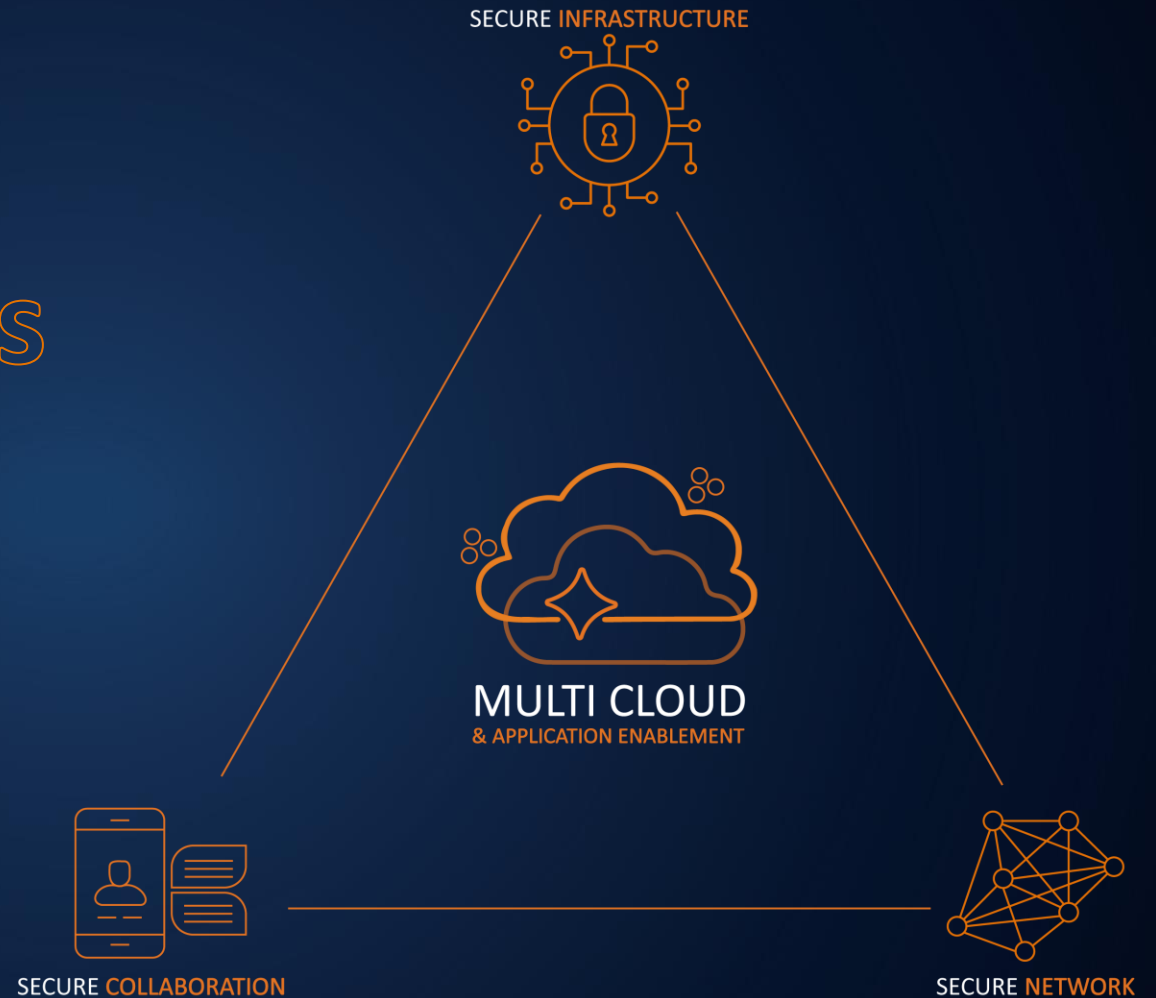


We deliver mission-critical infrastructure Solutions & Services

NetNordic is a Nordic integrator in cloud and infrastructure. We specialize in products and services for mission-critical infrastructure within **cyber security**, **secure networks**, and **secure collaboration**, together with layers of **Multi Cloud & Application Enablement**.

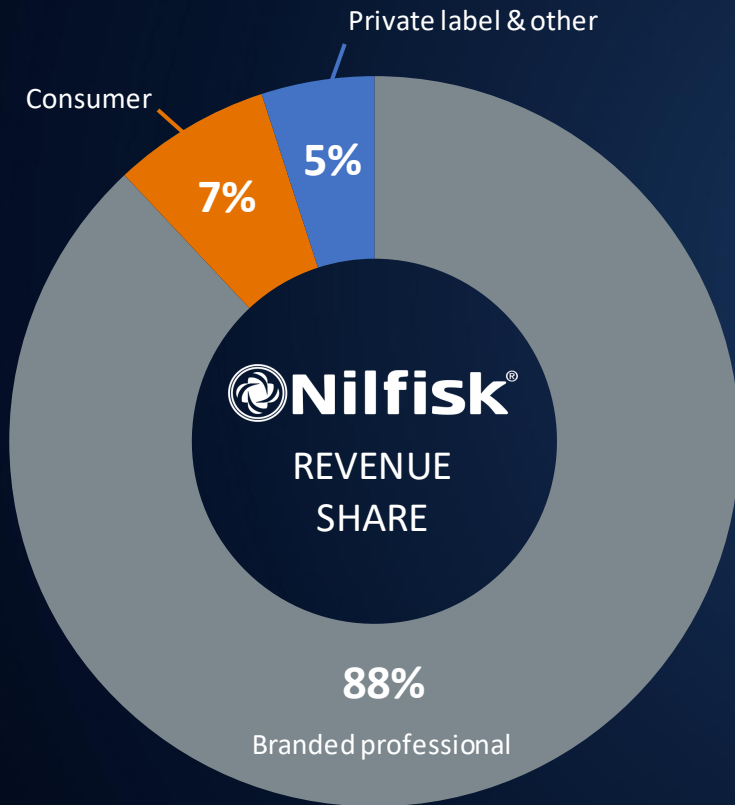
We deliver smart solutions based on **market-leading innovative technologies**. Our very **experienced advisors** and **highly certified consultants** will tailor solutions - for the best results for your company.

With our services and solutions, we help medium-and large sized companies, both within the private and public sector.



Intro to Nilfisk®

Leading global provider of cleaning equipment



100+ Countries.
Nilfisk products and services are sold in more than 100 countries.



4.700
Employees, FTEs



40+ Sales companies.
Nilfisk have sales companies in more than 40 countries.



9 Manufacturing sites
Asset-light assembly-focused production. Main manufacturing facilities are located in the US, Mexico, Hungary, Italy, and China.



8 R&D sites
Product development for most products is managed from three competence centers, one in each region.



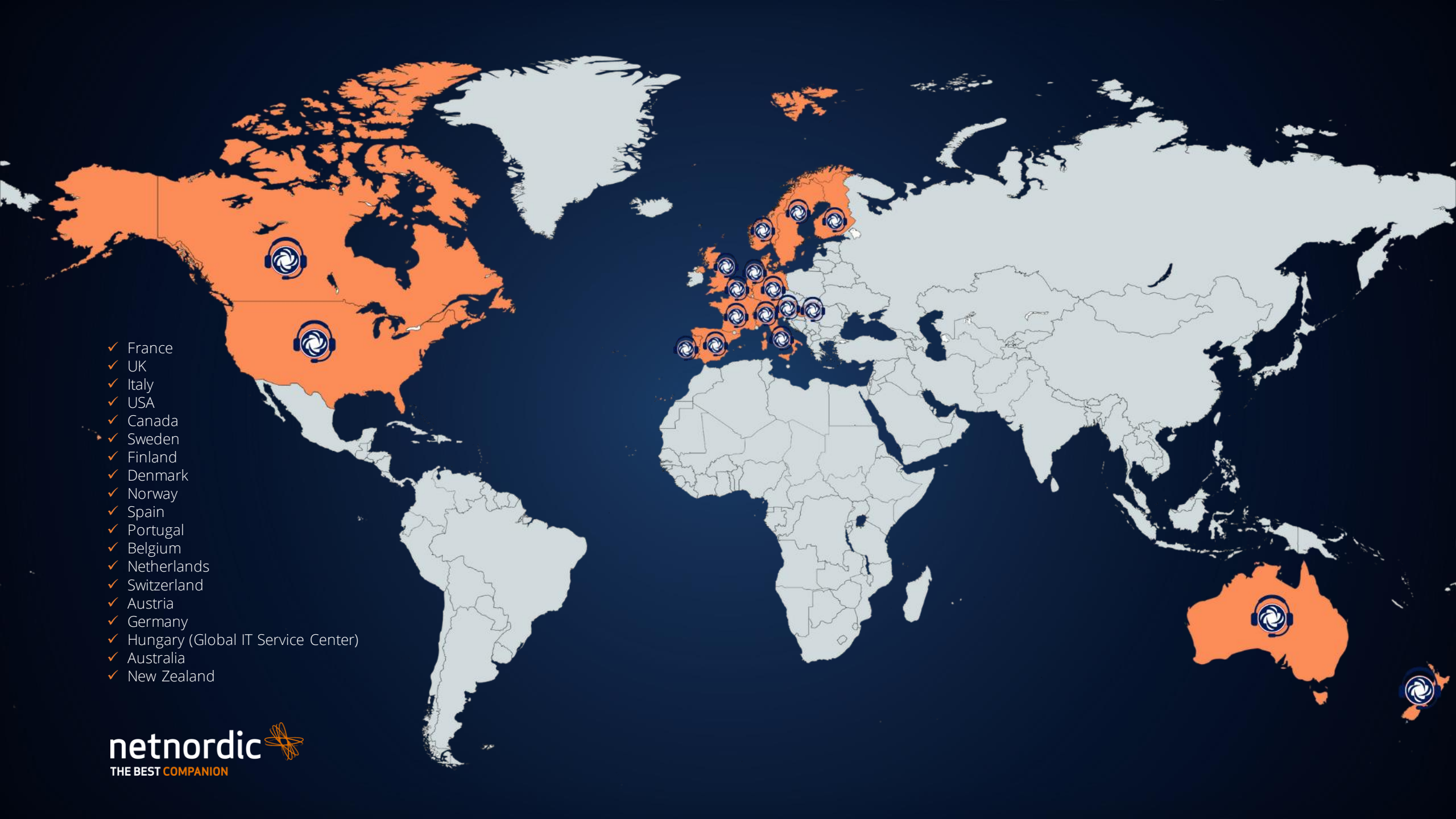
key challenges

salesforce



- ✦ No integration with their CRM (Salesforce), difficult and heavy processes every time they had to handle a customer.
- ✦ Their old legacy contact center couldn't deliver what they wanted, more flexibility, new services, and an opportunity for AI.
- ✦ They wanted their back-office employees to move from their traditional legacy telephone system to Microsoft Teams.
- ✦ With over 50 different telecommunications suppliers, it could be difficult to get an overview of the operating costs. Many old ISDN connections around the world.

How to roll out a global Contact Centre



- ✓ France
- ✓ UK
- ✓ Italy
- ✓ USA
- ✓ Canada
- ✓ Sweden
- ✓ Finland
- ✓ Denmark
- ✓ Norway
- ✓ Spain
- ✓ Portugal
- ✓ Belgium
- ✓ Netherlands
- ✓ Switzerland
- ✓ Austria
- ✓ Germany
- ✓ Hungary (Global IT Service Center)
- ✓ Australia
- ✓ New Zealand

Implementation milestones



NetNordic Implementation team



Complete ownership of the implementation. Leads & facilitates from kick-off to transition.

Focus closely on aligning resources internally & externally and identifying and mitigating risks

Project Leader

Gathers technical requirements through a detailed discovery process. Understand current state & future goals & objectives. Consults with client on best practices. Builds IVR flows, configures the solution, develops test plans, delivers remote & onsite training and ensures a seamless Go-Live.



Solutions Consultant

Conducts virtual network testing and support including QoS & firewall configurations. Dives deep into network layers to identify potential issues. Provides ongoing network support.



Network Engineer



24x7 service centers, escalation management, knowledge base and training.

Customer Support

NetNordic Services

- **Services:**
 - NetNordic XaaS (Solution as a Service)
 - NetNordic Operational Agreements
 - NetNordic Service and Support
- **Professional Services:**
 - NetNordic Project Leader
 - NetNordic Technical Consultant
 - NetNordic Customer Success Management



SOC

Security Operation Center (SOC)

Available 24/7/365

A service where our security experts and certified staff monitor, identify threats, and act on all security incidents in your IT environment.



NOC

Network Operation Center (NOC)

Available 24/7/365

Our highly certified and experienced staff will take full responsibility for monitoring your entire network and applications.



Support

Service and Support

Available 24/7/365

With NetNordic's Service Desk, you as a customer get ONE channel for all your questions, every day of the week!

The solution and the platform behind

The partnership

We believe in strong partnerships in this type of projects.



Our commitment to Global Call Quality

Voice Quality (in MOS)

Japan = 4.34 out of 4.4

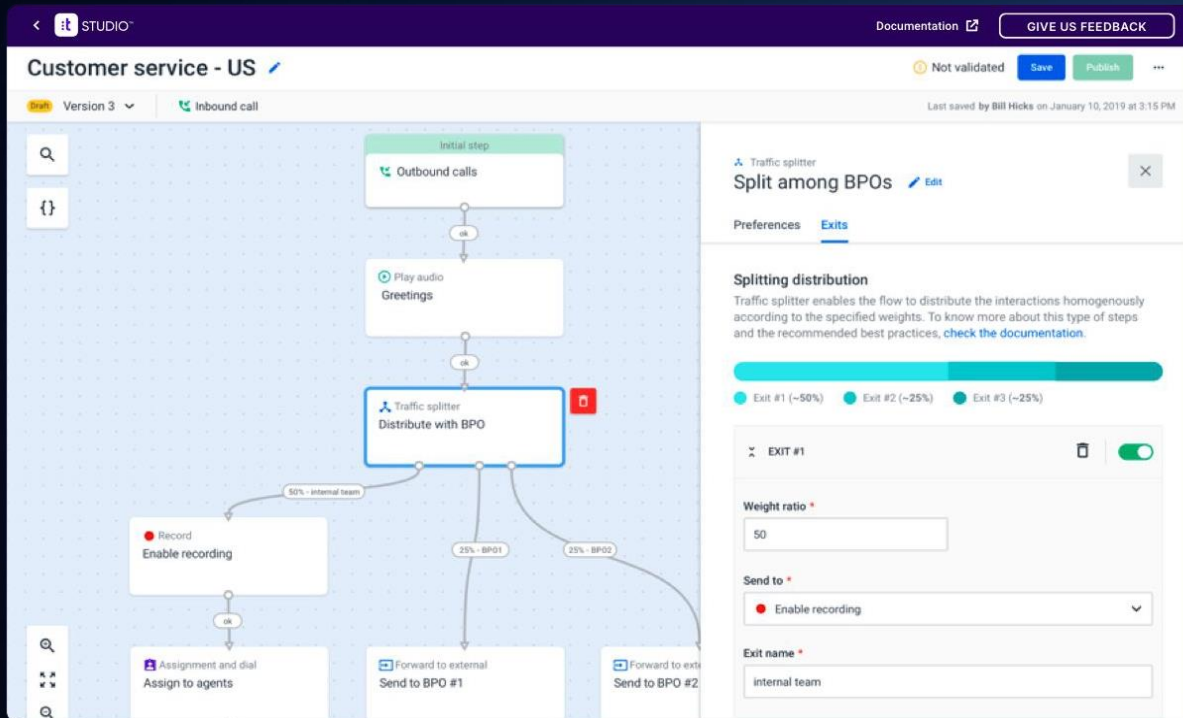
Globally = 4.25 out of 4.4

- 🌐 Global low latency (GLL) architecture
- 🌐 Priority voice package routing
- 🌐 Network connection quality monitoring
- 🌐 Automatic telephony provider failover



Studio

Smart and effective customer journeys - simply designed.



Streamline customer journey design

Ditch complexity by leveraging a visual flow designer and a rich library of “plug-and-play” components that enable non-technical users to create effective customer journeys with clicks, not code.

Create smooth customer experiences

Visualize the exact structure and outcome of any call flow, all while performing real-time error checking, so customers never struggle with stalls, loops or dead-ends.

Inform routing decisions

Collect key contextual information via the IVR or fetch it from an integrated system to make sure every customer is matched with the best available agent.

Workforce engagement. Capabilities.

Agent Workspace

The screenshot displays the Netnordic Agent Workspace interface. On the left, a sidebar contains navigation icons. The main area is titled 'Activities' and shows a list of 26,534 activities. The list has columns for Activity, Agent, When, Queue, and Disposition. A detailed view on the right shows 'Activity details' for a specific call, including 'Stats' (Wait time: 01:25, Speaking: 02:08, On hold: 00:11, Total call duration: 07:09) and a 'Flow' section showing call steps like 'Call transferred to Michael Knight', 'Wrap up', 'In conversation', and 'Call ended'.

Activity	Agent	When	Queue	Disposition
Carly Yates +1 347-458-7609	Alex Jones via Orders Number	Today, 6:02 PM	Orders	Orders: Problem v
James Cato +1 347-458-7609	Alex Jones via Orders Number	Today, 5:32 PM	Orders	Shipping: Packag
Robert Scholz Consultation	Alex Jones via Orders Number	Today, 5:02 PM	Orders	
Marvin Romero +1 814-458-3728	Michael Knight via Sales Number	Today, 4:24 PM	Sales	Sales: Potential s
+1 248-485-4265 ✓	N/A	Today, 3:15 PM	Sales	
Sarah Lucius SMS: +1 530-635-0611	Alex Jones via Sales Number	Today, 3:09 PM	Sales	
Sylvia Lively +1 612-863-3930	Alex Jones via Orders Number	Today, 3:15 PM	Sales	Sales: Potential s
James Cato +1 347-458-7609	Alex Jones via Orders Number	Yesterday, 4:55 PM	Orders	Shipping: Packag
James Cato +1 347-458-7609	Alex Jones via Orders Number	Yesterday, 4:23 PM	Orders	Orders: Problem v
Sylvia Lively +1 612-863-3930	Alex Jones via Orders Number	Yesterday, 11:15 AM	Orders	Orders: Problem v

Exceptional customer experiences start with the right agent experiences.

Unified desktop

Easily manage customer interactions from anywhere on the desktop. Alerts eliminate the need to search through browser tabs, ensuring agents never miss a call — no matter where they're working.

Seamless integrated

Save time and boost productivity by automatically logging calls and notes directly to a CRM or helpdesk solution, so agents can stay focused on the task at hand.

Context connected

Display key customer data and activity, putting critical information at your agent's fingertips and paving the way for more personalized conversations.

Talkdesk for Salesforce

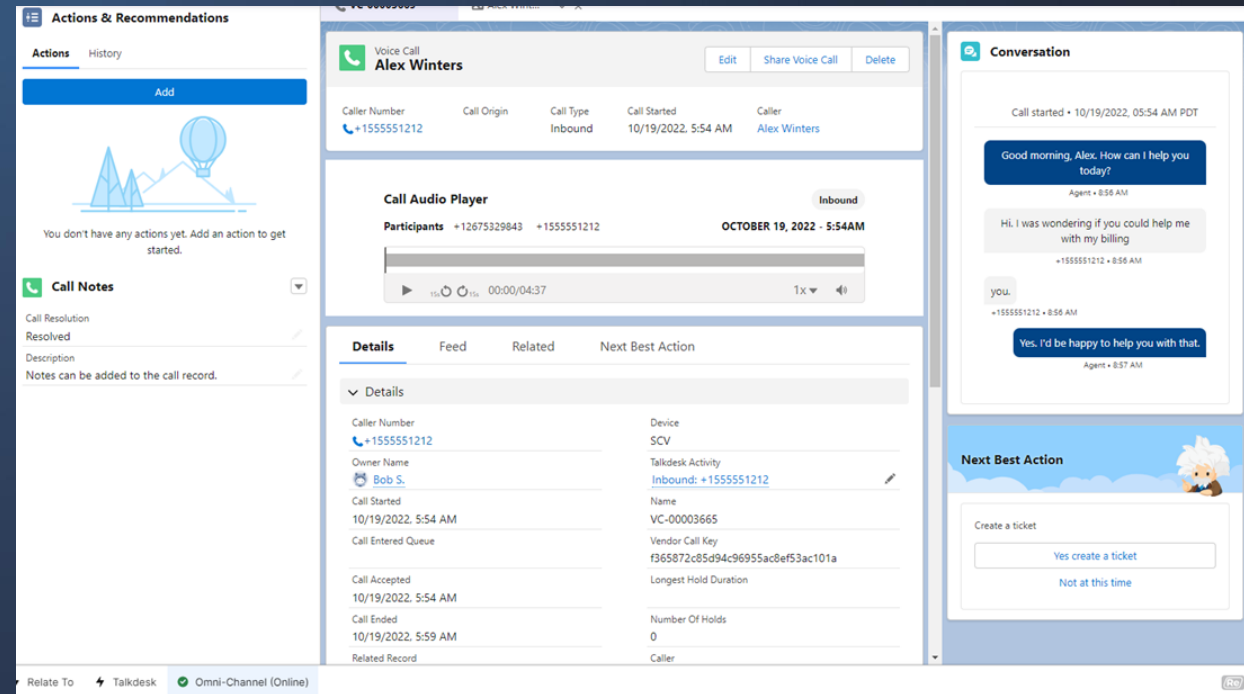
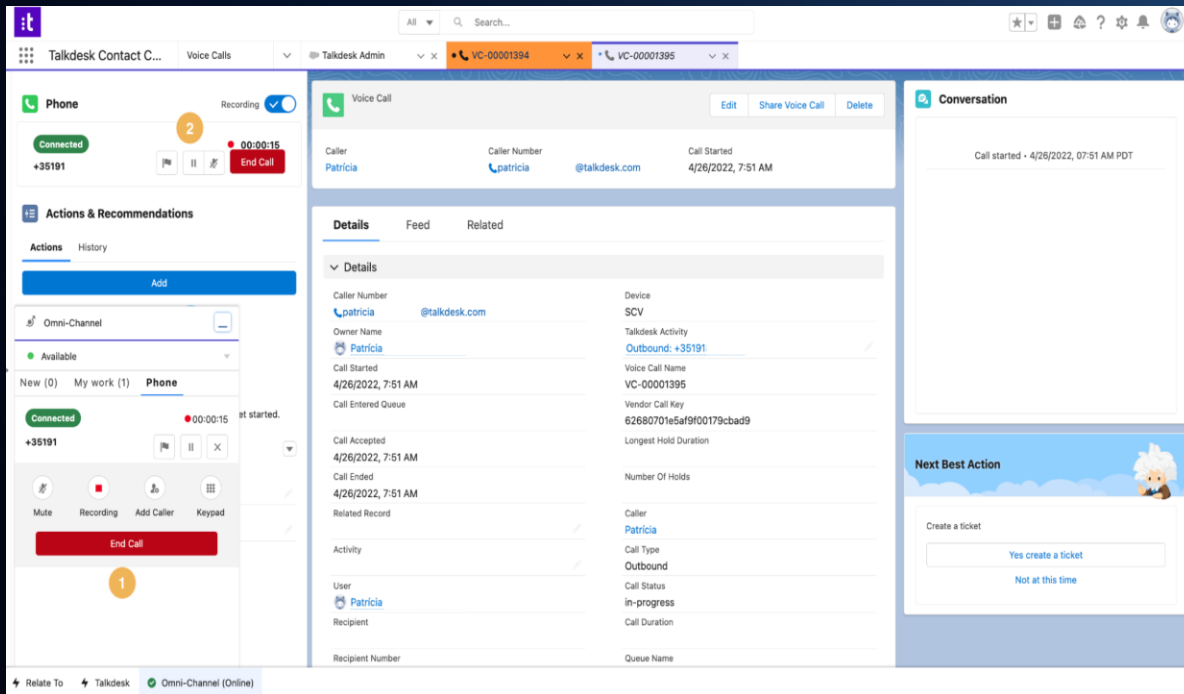
Improve agent productivity and contact center performance with the leading Salesforce integration.

Full integration with Salesforce omni-channel

Provide both phone and SMS support and easily manage work items across multiple channels directly within Salesforce.

Intelligent routing

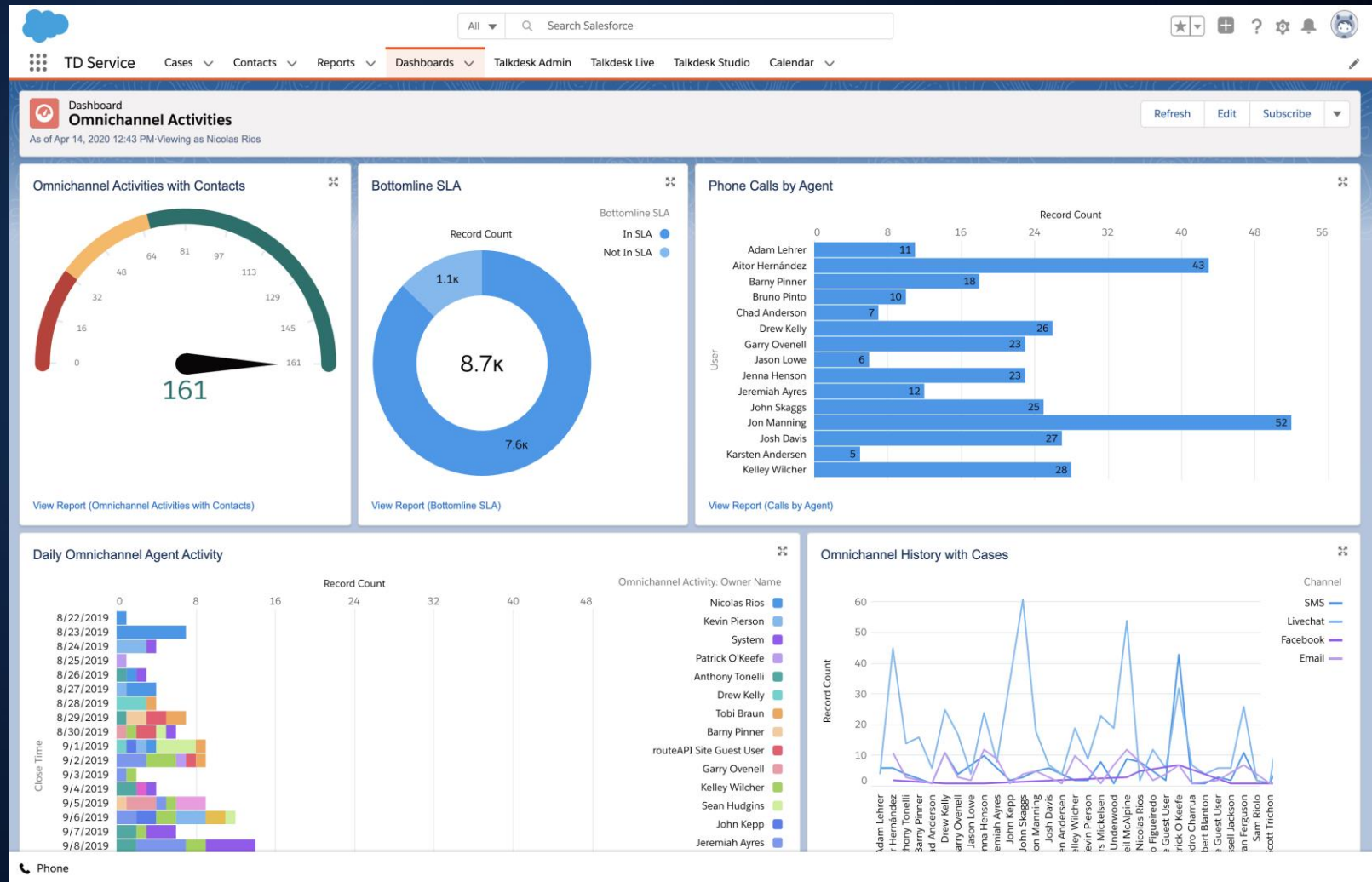
Get callers to the right agent by easily setting up routing by case, lead, contact and account owner



Talkdesk for Salesforce

Comprehensive reporting built into Salesforce

Optimize Nilfisk's contact center by accessing dozens of pre-built reports and live dashboards without ever leaving Salesforce



Workforce management

Welcome to the next generation of Workforce Management.

AI-driven forecasting and scheduling

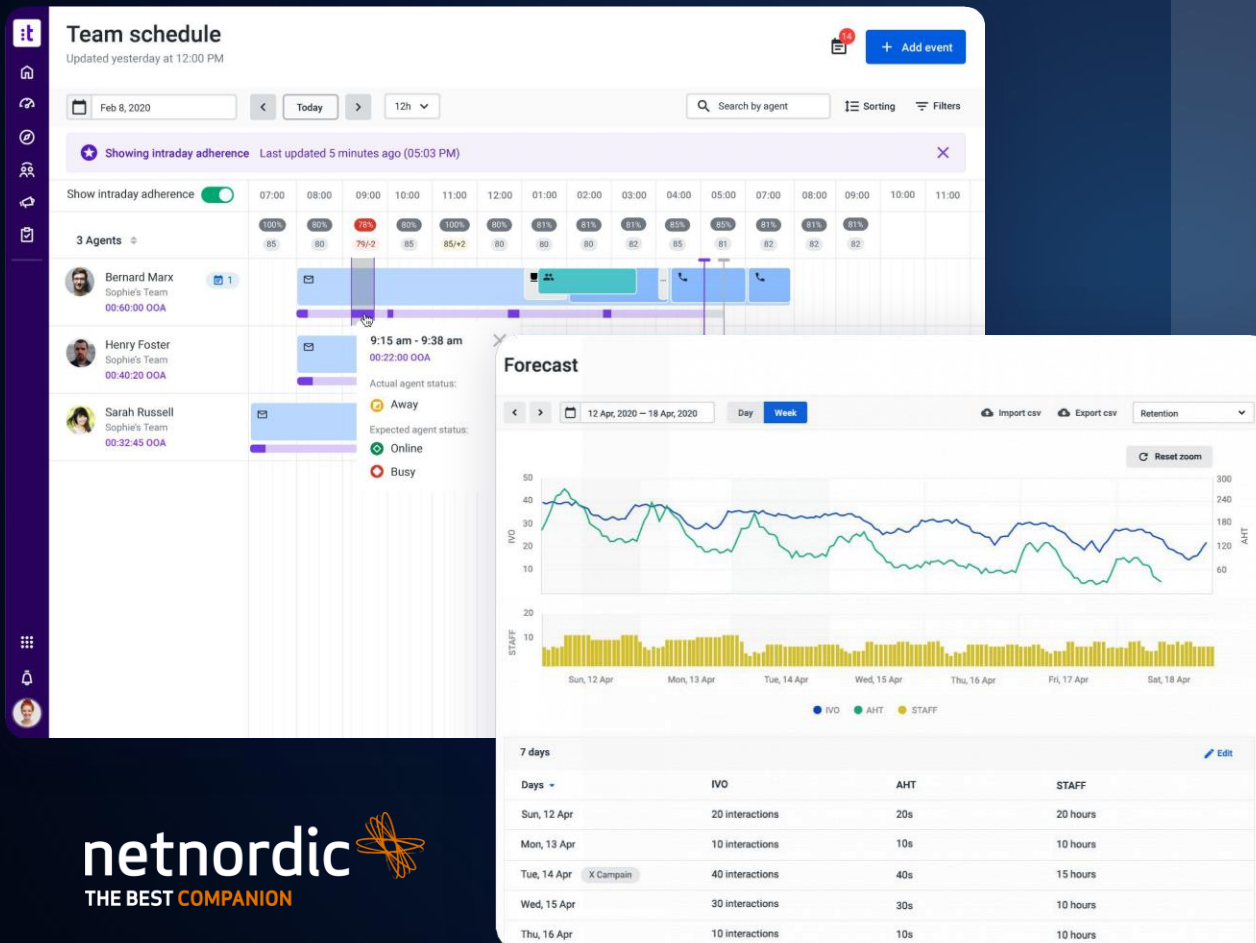
Talkdesk iQ's artificial intelligence provides omnichannel forecasting you can trust, with intraday surge detection, and automated, skills-based scheduling.

Efficient, intuitive administration

Seamless integration with the Talkdesk platform, and an intuitive user experience that makes every process more efficient.

Designed for the modern workforce

Support for omnichannel workflows, agent training and development, remote work, and greater scheduling flexibility.



Quality management

Improve agent performance and elevate your customer experience.

Effortless evaluations, actionable feedback

Evaluate customer interactions, fill out scorecards, and add time-stamped annotations for agents to review, all from a single, intuitive user interface.

Get a complete picture of every interaction

A combination of voice recording, agent screen recording, and omnichannel transcripts provides the context you need to holistically evaluate agents and identify areas

of improvement.

Track team performance, recognize results

Track team performance trends with accessible metrics that help identify top and bottom skills. Reinforce positive behavior and reward progress.

The screenshot displays the Netnordic Quality Management dashboard. The top section, titled 'Evaluations', shows an 'Average Team Score' of 61% based on 232 evaluations. It also highlights the 'Top skill' as 'Problem Solving Abilities' at 91% and the 'Bottom skill' as 'Customer Experience' at 47%. Below this is a table of agent performance:

Agent	Team	Status	Score
Alex Jones	Customer Support	Completed	92,00%
Trevor Gardner	Customer Support	Draft	N/D
Danielle Banks	Sales	Completed	95,50%
Joaquin Phoenix	Sales	Completed	89,30%
Tom Chapman	Sales	Completed	97,15%
Robbie Margot	Customer Support	Draft	N/D
Ellen Webster	Sales	Draft	N/D
Christopher Nolan	Sales	Completed	90,25%
Cameron Bates	Sales	Completed	98,50%
Jim Oliver	Sales	Completed	91,45%

The bottom section, 'Sarah Kelly's activity', shows a recording of an interaction from May 27, 2020. It includes a waveform, a playback interface, and a 'QM Scorecard' with the following questions:

- 1 - Was the contact opened and closed correctly? *
 No
 Yes
- 2 - Did the agent display that they have listened to the contact? *
 No
 Yes
- 3 - Did the agent understand the root cause? *
 No
 Yes
- 4 - Did the agent understand the contact's journey? *
 No
 Yes

Voice & Screen recording

A complete picture of every customer interaction.

The screenshot displays a comprehensive recording interface. At the top, it identifies the recording as 'Kathy Agent's activity' from February 23, 2021, at 7:46 PM. A waveform visualization shows the audio recording's amplitude over time. Below this, a screen recording of a web browser is visible, showing a 'Callbar' configuration page. A chat transcript on the right side of the interface shows a conversation with 'Carly Yates' (+1 305-574-4779). The transcript includes messages such as 'Hi.', 'Thanks for calling.', 'Be bike.', 'I'm in urban sustainable solutions.', 'My name is Jules.', 'How can I help you today?', 'the new trading...', 'on your website, and I...', 'ain in my e bike for the...', 'hant on the new model X.', and 'help me out?'. The interface also features a sidebar with navigation icons and a bottom control bar with playback and recording controls.

Voice and screen recording, better together
Synchronized playback of voice and screen recordings provides the context you need to holistically evaluate customer interactions, ensure compliance, and provide detailed feedback to improve agent performance.

Powerful tools for analysis and feedback

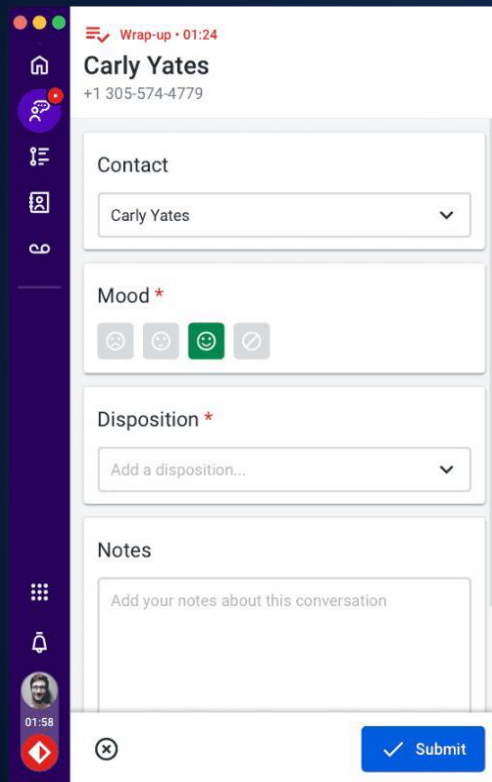
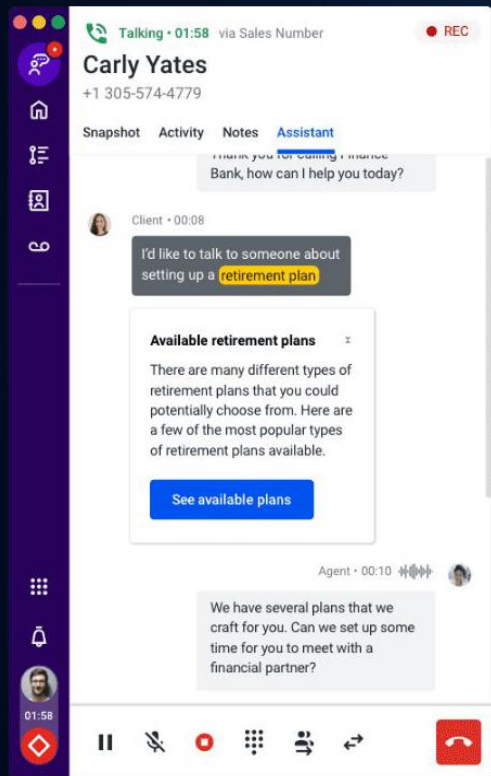
Identify key conversational moments with a visual, waveform-based player and easily share recordings with others in the organization.

Sensitive customer data, secured

Ensure regulatory compliance by storing your recordings fully encrypted and according to your industry compliance needs.

AI & knowledge.

Agent assist



Make every agent your best agent.

Consistent, accurate responses

Dynamically suggests responses to agents based on the real-time conversation, learning from the knowledge base and previous conversations.

Time-saving automations

In-app automations perform in-call and after-call actions, such as scheduling an appointment or placing an order.

Automatic data entry

Agent Assist proactively populates keywords into forms and call notes to reduce manual & mundane tasks.

Speech analytics

Turn every conversation into customer intelligence.

Drive customer-centric decision-making across the organization

Collect and share impactful data and insights with marketing, sales and product teams to promote decisions that reflect customer needs and expectations.

Promote efficiency and automation

Identify automation opportunities and streamline processes, using speech analytics intelligent insights to boost tools such as Talkdesk Agent Assist, Virtual Agent and other.

Complete visibility into every conversation

Take advantage of artificial intelligence capabilities to analyze 100% of interactions and surface latent opportunities and trends.

Elevate customer satisfaction

Understand customer pain points and service Pitfalls to improve customer journeys.

The image shows two screenshots of the Netnordic Discovery interface. The left screenshot displays a search results page with a table of interactions. The right screenshot shows a detailed transcription of a specific interaction.

Time	Text	Sentiment	Intent
00:22 pm	Any sufficiently advanced technology is indistinguishable from a rigged demo	negative	product
00:25 pm	When can I watch that demo?	negative	product
02:46 pm	We can schedule a demo for you.	negative	product
00:22 pm	It is possible to schedule the demo for that time.	negative	product
00:24 pm	When can I watch that demo?	negative	product
02:21 pm	We have an amazing speech Analytics to We can schedule a demo for you.	neutral	product

The transcription view on the right shows a conversation between John Doe and James Johnston. The transcript includes the following text:

- John Doe: name is James. How may I help you today?
- John Doe: I am calling because I received a wrong bill. I just paid my phone bill two days ago and my payment is not reflected in the bill.
- James Johnston: Sorry for the inconvenience sir. May I have your account number please?
- John Doe: When can I watch that demo?
- James Johnston: For verification purposes sir, can I get your name and birthdate?
- John Doe: John Doe, July 23, 1974 and the account is under my name.
- James Johnston: Thank you for that information sir. Per our system's data, you did pay your last bill last Aug. 12 which was two days ago in one of our affiliated payment centers and you

Virtual agent

Service your customers 24/7 with an intelligent agent.

Round-the-clock support

Serve customers better with artificial intelligence that talks, understands, and interacts in a natural human-like, conversational service 24/7.

Intent/sentiment emotion analysis

Better understand desired customer outcomes delivering immediate and personalized self-service and intelligent handoffs to human agents for more complex issues through real-time call transcription.

Personalization

Artificial intelligence that learns from your unique interactions, providing highly relevant support and suggesting improvements to create better customer journeys.

The screenshot displays the Netnordic CRM interface. On the left, a sidebar shows navigation icons. The main area is divided into two panels. The top panel shows the profile of Caroline Mann, VP of Sales at DeskTalk Inc., with tabs for Profile and Activity. Below this is a table of 123 activities. The bottom panel shows a call transcript for Carly Yates, a customer with phone number +1 305-574-4779. The transcript includes a 'Snapshot' section with tags for 'Order issues', 'Label name', and 'English', and a 'Contact details' section with fields for Name, Number, Email, Company, and Language.

Activity	Agent	When
Inbound call	Alex Jones via Orders Number	Today, 5:02 PM
Missed call	James Cato via Sales Number	Today, 3:15 PM
Inbound chat SMS	Lannie Harper via Sales Number	Today, 3:09 PM
Outbound call	Marvin Romero via Orders Number	Today, 3:15 PM
Ticket Ticket title		Yesterday, 4:55 PM
Inbound call	Sylvia Lively via Orders Number	Yesterday, 4:55 PM
Case Case title		Yesterday, 4:55 PM
Voicemail Open	Assigned to Sylvia Lively	Yesterday, 4:55 PM
Order completed		Yesterday, 4:55 PM
Contact created		Yesterday, 4:55 PM

Carly Yates
+1 305-574-4779

Snapshot Activity Notes

Ring group(s)
Order issues Label name English

Contact details

Carly Yates

Number
+1 305-574-4779

Email
carly.yates@gmail.com

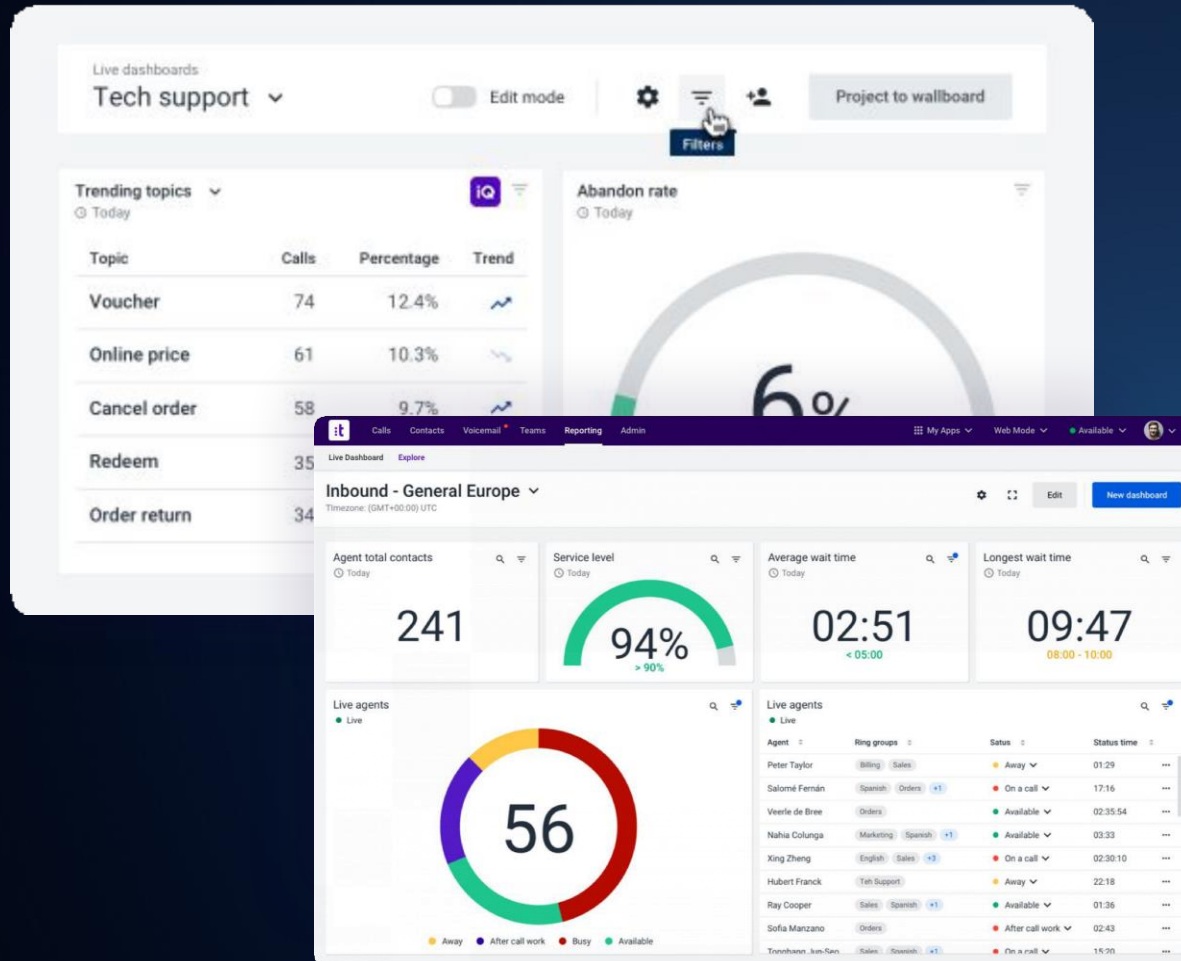
Company
DeskTalk Inc.

Language
English

Contact pop
td [icon] zk

Analytics & insights.
Capabilities.

Live



Turn real-time analytics into great customer service performance.

Display what matters

Customize widgets and dashboards with the information and visuals that are important to your teams.

Respond in real-time

Instantly understand trends, identify inconsistencies and track metrics to make the right decisions and effectively take action.

Motivate your team

Provide a high degree of visibility at all times and make your entire team of agents performance-focused.

Automate alerts

Provide a high degree of visibility at all times and make your entire team of agents performance-focused.

Explore

Turn insights into results.

Create tailor-made analytics.

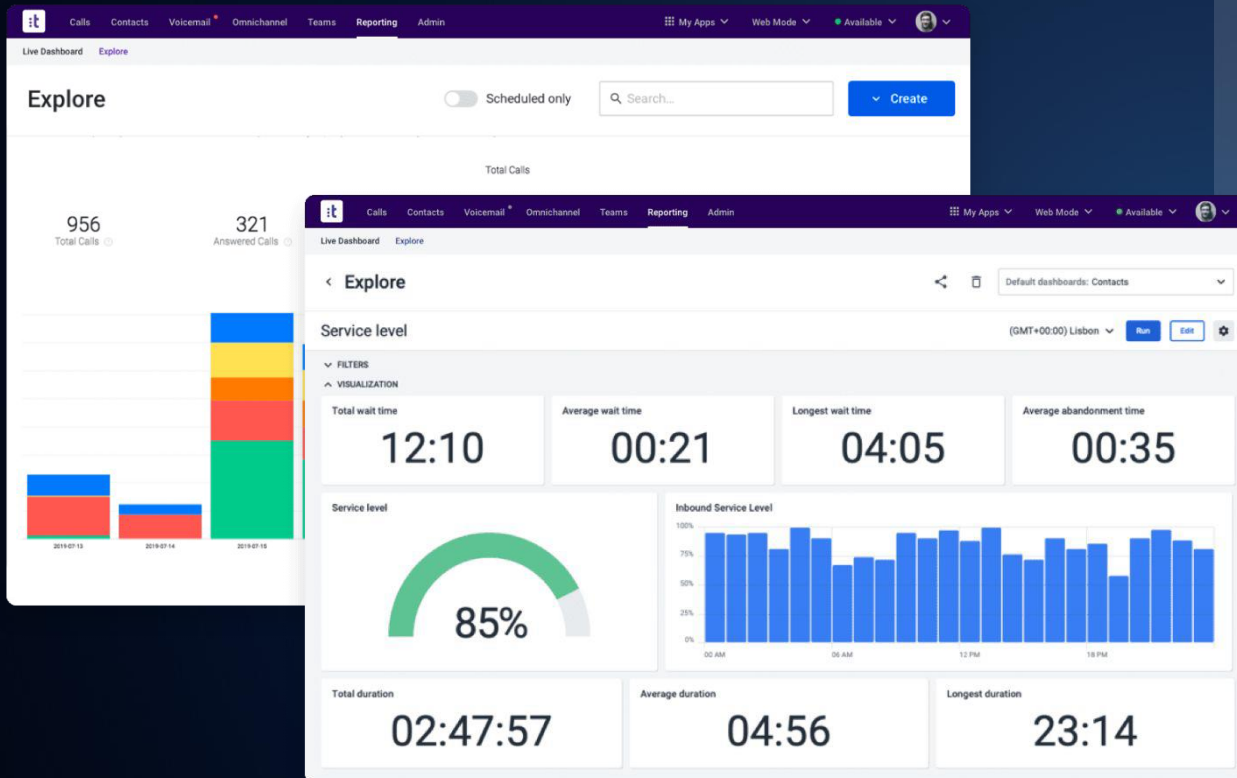
Create custom reports, dashboards and metrics to get the insights that matter the most to your organization.

Build custom metrics in seconds

Use custom calculations to mix and blend more than 900 metrics and dimensions to fine-tune your analytics.

Plug & play reports and dashboards

Adopt out-of-the-box reports and dashboards based on industry leading best practices to hit the ground running.



Surveys

Turn customer feedback into customer satisfaction.

Increase customer loyalty

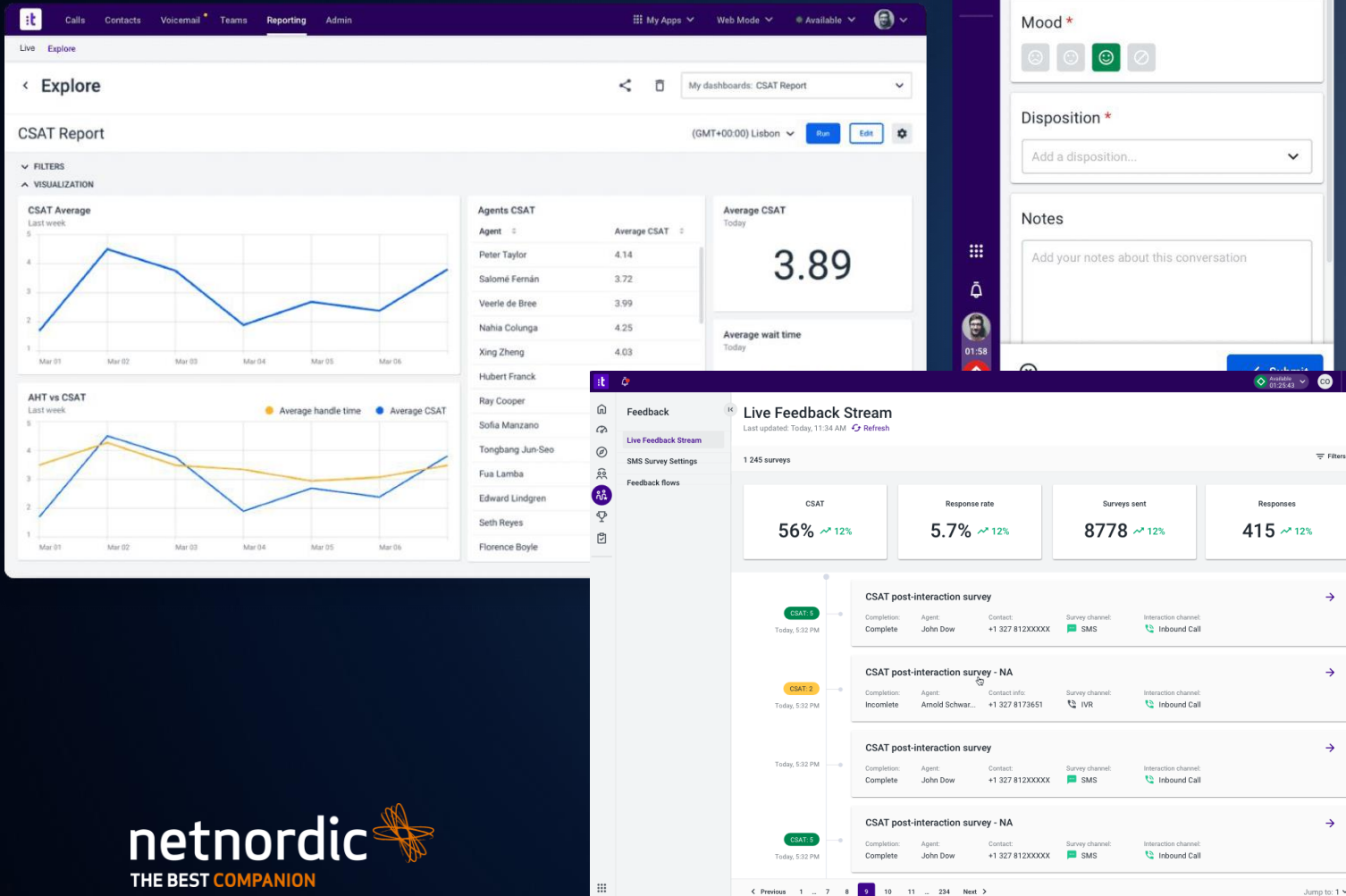
Gather information from clients to understand key drivers in customer satisfaction.

Collect customer feedback in any channel

Collect customer feedback on the channels your customers prefer and improve response — SMS, email, chat and messaging applications.

Customize surveys

Build and deliver surveys based on specific triggers like timing, topics or dispositions



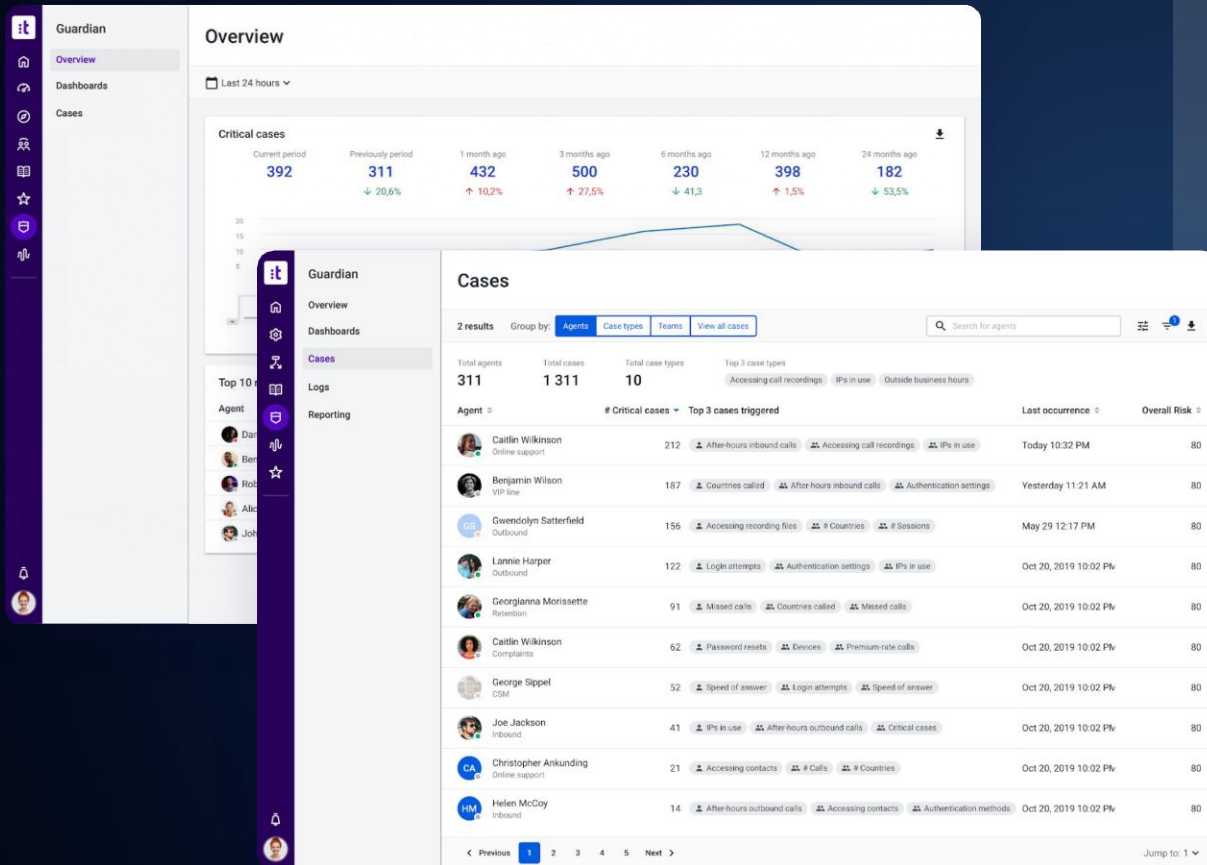
Trust, security and service

Guardian

Keep your contact center safe from threats.

Full visibility into user activities

Get a comprehensive view of the security landscape in your contact center. Gain full access to detailed reports and dashboards to easily visualize information and spot potential security issues in a single tool.



Continuous enterprise monitoring

Immediately know when something doesn't add up with your users' behaviors. Infused Artificial Intelligence identifies suspicious activity outside of established data patterns, flagging unexpected events, triggering alerts and tracking risks.

Act upon insider threats faster and more effectively

Spot key security insights such as compromised user credentials and access to sensitive information to detect threats as they happen and act before the damage is done.

Global Operations

Legend: ● Operational ● Service Degradation ● Partial Outage ● Outage ● Scheduled Maintenance

SBC REGIONS 11 REGIONS	SERVICE 62 SERVICES	AMERICAS US	AMERICAS CANADA	EUROPE GERMANY	FEDRAMP US FEDRAMP
^ North America	^ Telephony				
US East ●	Inbound ●	●	●	●	●
US West ●	Outbound ●	●	●	●	●
US FedRAMP ●	PSTN ●	●	●	●	●
^ South America	BYOC ●	●	●	●	●
Sao Paulo ●	^ Platform				
^ Europe	Talkdesk ID Login ●	●	●	●	●
Dublin ●	Single Sign On (SSO) ●	●	●	●	●
Frankfurt ●	APIs ●	●	●	●	●
Milan ●	PCI Payment ●	●	●	●	●
Paris ●	Email Notifications ●	●	●	●	●
^ Asia Pacific	Connections ●	●	●	●	●
Tokyo ●	Proxy ●	●	●	●	●
Singapore ●	Guardian ●	●	●	●	●
Sydney ●	Security & Compliance ●	●	●	●	●
	AppConnect ●	●	●	●	●
	Conversation Orchestrator ●	●	●	●	●
	^ Reporting & Analytics				
	Live Reporting ●	●	●	●	●
	Historical Reporting ●	●	●	●	●
	Home ●	●	●	●	●
	Talkdesk Interaction Analytics™ ●	●	●	●	●
	^ Apps				
	Agent Workspace ●	●	●	●	●
	Agent Assist ●	●	●	●	●
	AI Trainer ●	●	●	●	●
	Callbar ●	●	●	●	●
	Feedback ●	●	●	●	●
	Digital Engagement ●	●	●	●	●
	Performance Management ●	●	●	●	●
	Phone ●	●	●	●	●
	Quality Management ●	●	●	●	●
	QM Assist ●	●	●	●	●
	Talkdesk Conversations Mobile App ●	●	●	●	●
	Talkdesk Phone Mobile App ●	●	●	●	●



We make sure you
WORK SMARTER