



How to integrate several cell phone lines and WhatsApp in a single tool and that can be routed from a single number

Challenge organisation

Somex S.A.S is a company that is dedicated to the production and marketing of mineral supplements for livestock in all its productive stages. With thirty years in the market, we are leaders in the livestock mineral nutrition sector in Colombia and we are expanding in Latin America and the Caribbean. We have presence in Colombia, Panamá, Costa Rica, Dominican Republic, Guatemala and Ecuador.

Full description

There is a situation where a negative customer service experience is generated by the concentration of calls and WhatsApp messages that are unattended or remain unanswered in a timely manner. Additionally, WhatsApp calls and messages are not centralized, so there is no record of the history of calls and messages, which does not allow measuring the quality and efficiency of the communication channel. This generates a poor internal and external customer experience in terms of the service provided, inefficiency of the process and low productivity in general.

Previously, there was a telephone plant that integrated the calls. During the pandemic episode of 2020, this plant did not work with the VPN that must be used to connect to the company's IT applications. In addition, with the implementation of hybrid work, it became necessary to assign cell phone lines to CIS personnel for customer service, which resulted in a dispersion of communication channels and in some cases even led to the exchange of personal numbers between customers and CIS personnel, making it difficult to define customer service process metrics.

What we are looking for

- Omnicanal tool to integrate cellular and WhatsApp lines. Guarantee SLAs for customers who call or write and are not answered, to return the message or call when the equipment is available.
- Improvement of productivity and generate closeness to the customer.
- Technical: implementation of the tool, development or CRM integration Allow the integration of at least 6 cell phone lines. To allow recording calls and WhatsApp message history in compliance with the legal terms of habeas data.

What we offer

We offer access to our databases, ICT area personnel if necessary, our physical infrastructure and we hope that the collaboration will allow us to form a strategic alliance, commercialize the technology under license. We can explore other ways to have a win-win relationship with the collaboration.

Other

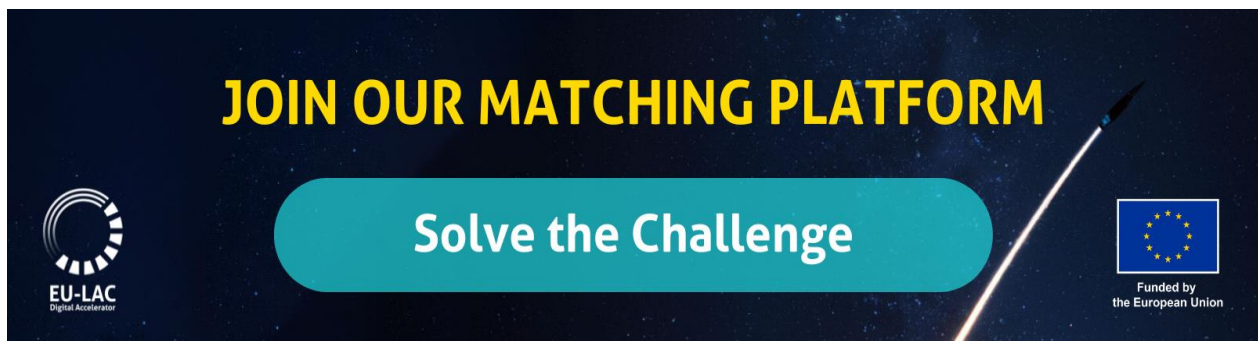
Opportunity area	Smart Production
Looking for partners in	Europe; Caribbean
Specific Areas	Electronics; Agriculture; Others
Technologies	Blockchain; Big Data Analytics; IoT; Connectivity & 5G; Artificial Intelligence; Machine Learning

This is a challenge identified by the EU-LAC Digital Accelerator team in the frame of the Call for Challenges. The mission is to connect challenges from corporates with solutions from startups to boost digital transformation in Europe, Latin America and the Caribbean. If you are interested to learn more about us, visit our [website](#).

If you are a startup with a digital solution willing to explore collaboration opportunities with this corporate, [join our matching platform](#) and let the open innovation game start!

If you are called by this challenge but have questions, do not hesitate to [contact us](#).

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