

TeleFaction

ISV

**Client**

TeleFaction is a European company focusing on what is termed *Return on Behavior*[™]. It monitors, measures, reports and provides unique advice on all contact points between a company and its customers.

Unlike other players, TeleFaction offers a full-service concept. A customer can co-operate with TeleFaction in all areas – such as collection of data, processing and reporting on the basis of data, implementation of technology for measurements in all channels and consultancy about directions for action, which will quickly bring results.

TeleFaction is client oriented to the extreme. To deliver its services, the company relies on its own proprietary technology for data collection, analysis and reporting.



The TeleFaction Capture Server measures and maps the customers' experiences of customer service in all channels. On the front-end, this software platform is web-based for ease of use. The back-end interfaces with all of the different systems that a customer interacts with: phone customer care, internet customer care, mail, e-mail etc. Clients of TeleFaction in Denmark include Topdanmark, Aller, Alm. Brand, fair and Codan.

Key facts

TeleFaction A/S

Location

Copenhagen, Denmark

Number of employees

15

Main product

TeleFaction Capture Server

Services

Consolidation
Extension

Key benefits

Improved ability to respond to client requirements
Cost of development, operations and maintenance have been contained

Business Challenge

At its core, the value of TeleFaction comes from its ability to perform intense data processing turning millions of records into valuable information. With its success has come requests for increasingly complex functionality from its clients.

When TeleFaction turned to Kuadriga it was to increase its capacity to handle such increased complexity for more clients - while keeping in reign costs of deployment, operations and maintenance.

Solution

The key was to increase the capability and functionality of the core platform was to create a new architecture and to consolidate client specific deployments into it.

TeleFaction increased its internal development capability by hiring an experienced project manager to handle matters on its end. Architectural responsibility was maintained in-house. With Kuadriga, a 5 person team was established capable of handling design, development and operations.

After a few months, the Kuadriga team is responsible for frequent product deliveries running Scrum sprints autonomously.

Results

TeleFaction has come a long way towards its business objectives. The development capacity has been increased greatly and the quality of work has been improved reflecting the fact that more resources are available within each professional specialty.

At the business level, the clients of TeleFaction are experiencing an increased ability to customize services. And because, it has become possible to do this within the standard product, the costs of development, operations and maintenance have been contained.

With Kuadriga, we have found a long term partner with a stable platform for developing our future business.

Mickey Melkens, COO

Kuadriga is a Danish-owned offshore development center in Kyiv, Ukraine.

We provide software development in all phases of the product life cycle for ISV's with products based on Microsoft .NET technology.

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