

# Press Release

## **Ydilo at the Expocontact 2008 conference**

***Ydilo participated in the conference Expocontact 2008 on contact centres that took place in Madrid last May.***

Madrid, 2nd July, 2008.

The conference focused on the evolution and future trends of contact centres, the application of the new technological solutions, tools and business attitudes required for achieving excellence in customer care management.

Jerónimo Gómez, Director of Contact Centre Solutions at Ydilo represented the company with a presentation where he stressed the importance of ensuring a balance between the much desired cost reduction and customer satisfaction when deploying an automated customer care system.

He stated that although it is said that although the great path is straight, people prefer shortcuts; often this translates to the way technology is leveraged in such systems for cost reduction purposes. Unfortunately the defects of an automated system often block the client's access to the agent, use technology designed for other purposes, do not provide appropriate indicators of quality, or selecting the cheapest the provider, among other factors.

Studies have shown, he continued, that the customers who had good experiences with Contact Centre agents were 33% more likely to do more business in the future with the company. To achieve this, he affirmed that Ydilo believes that the key to the balance between customer satisfaction and cost reduction lies in service robustness that also adds quality in the interactions with customers. Personal configuration and contextualized interactivity are additional success factors for managing customer calls. The bottom line is that only a truly business-oriented and multichannel strategy, and not technology, will ultimately bring success to customer care.