



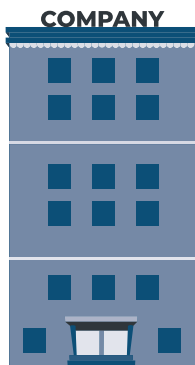
This case study originates from Webex and is published with their permission.

Modernizing Customer Care:

How Wingo Swiss Streamlined Operations with Webex Cloud Solutions

Webex Contact Center provided Wingo Swiss with the tools to enhance agent productivity, improve reliability, and deliver exceptional customer experiences.

Challenges



Outdated, unreliable systems

Wingo's legacy on-premises system caused inefficiencies and failed to meet evolving customer expectations.



Cloud migration

Webex Contact Center and its innovative features transformed Wingo's operations, ensuring stability and scalability.



Improved CX and efficiency

With Webex, Wingo saw faster resolution times, enhanced voice quality, and seamless integration across all channels.

How Wingo transformed customer care with Webex Contact Center

Founded in 2013, Wingo is a Swiss telecommunication brand and part of the Swisscom family. Based in Fribourg, Switzerland, Wingo provides mobile connectivity, internet, and television services tailored to meet the needs of digitally savvy customers. The brand is built around simplicity and affordability, offering straightforward solutions without unnecessary features.

Wingo's approach prioritizes essential services and leverages Swisscom's robust network to ensure reliable, high-quality connectivity. Customers can select the options that fit their needs—free from rigid bundles—while benefiting from competitive pricing.

Serving a high number of customers across Switzerland, Wingo strongly emphasizes customer care. How? By choosing technology that ensures efficient communication, responsive support, and a consistently excellent customer experience (CX).

The evolving world of customer experience

As the Head of Wingo's Customer Care department, Jonatan Romero and his team have many responsibilities. Not only does the contact center address inbound customer inquiries, but it also handles sales, point-of-sale support, and more. And because Customer Care is in direct contact with customers, their insights help with product development, improving communication channels, and strategy development, among other things.

On any given day, agents may handle between 50-60 inquiries, often in multiple languages. According to Romero, having a stable contact center platform is key to addressing them effectively—however, their old system wasn't working out. "We had an on-premises solution from a small company, but they weren't developing it anymore," he explained. "They were more focused on small- and medium-sized businesses—not the kind of contact center activity we have."

"Customers can contact us via email, phone, WhatsApp, and social media. For an agent, daily work involves handling different customer inquiries across these channels, but also managing specific tasks not directly related to a customer request."

Jonatan Romero, Head of Customer Care at Wingo



More importantly, it didn't align with their customers' changing expectations. As Romero explained, consumers increasingly wanted speedy answers with thorough explanations. However, Wingo couldn't meet these changing needs without a modern, scalable solution.

A partnership for seamless transformation

Fortunately, Romero knew right where to look. As he explained, Swisscom has a longstanding relationship with Cisco—but that’s not the only reason Wingo chose Webex Contact Center. "Another important part is the solution itself," he said. "It’s covering all the aspects we need and even more with many innovative features."

Bucher + Suter are Wingo’s trusted partner for Webex and Cisco Contact Center solutions, helping them optimize digital channels and seamlessly integrate their business applications into their contact center.

As a Swiss-based leader in contact center technology, we have been specializing in customer experience (CX) solutions for over 20 years, leveraging our deep expertise in collaboration, omnichannel contact centers, and enterprise application and CRM integrations. Founded in 1981, we continue to drive innovation in Cisco-based CX solutions, helping businesses optimize and future-proof their customer service operations.


"Being able to meet our partners and have them in our office for the testing process was very important. There was a lot of proficiency in the people we worked with. But more than that, they provided a tailored solution on a standard product. They understood what we needed, how we work, and our compliance and security needs on top of that."

4

Jonatan Romero, Head of Customer Care at Wingo


 **Custom Enhancements**
– Extended Webex with tailored features


 **Seamless Integrations**
– Connected CRM and business apps


 **Full Project Support**
– Partnered with Cisco from start to finish

 **Scalable & Future-Proof**
– Ready for growth and AI expansion



 **Better Agent Experience**
– Faster, smoother workflows

 **Improved Customer Service**
– Quicker, more personalized support

 **Reliable & Secure**
– High-performance, stable solution

 **Proven Cisco & Webex Expertise** – 20+ years of CX innovation

Building the framework for a successful migration

Working alongside their partners, Romero and his team began the process of migrating their contact center to Webex's cloud-based platform. Such transitions can be complex, but fortunately, it was straightforward from start to finish.



Start: They began with a thorough analysis to see what features and capabilities Wingo agents used on a regular basis. This allowed them to identify any aspects that may be missing in the new environment; however, as Romero said, Webex Contact Center provided them with all of these and more. In some cases, it even extended functionality.

Next: They tested for technical feasibility, installing some aspects of the business in phases. This enabled Wingo to test and see if they aligned with its needs.

"Quickly, Webex Contact Center was implemented in our production environment with all the features we required. And this was a really short process. In six months, we were up and running."

Jonatan Romero, Head of Customer Care at Wingo

Empowering agents and supervisors with robust technology

Wingo wanted to ensure a positive user experience, so it gathered feedback from contact center agents. "For our supervisors, having dashboards with all information related to agent status, and the ability to communicate directly with the agent, was a pleasant surprise," Romero added. "It's a nice feature to have, and it's changed the way they work."

According to Romero, this flexibility has been a key benefit. He also said Webex's open architecture has been important, as it means the platform is compatible with Wingo's other business applications. "We used APIs to integrate some of our own systems," he said. "The capability to do that was really awesome."

"The first impression was good. The user interface is easy to handle, and it's quite clean and simple."

Jonatan Romero, Head of Customer Care at Wingo

Case Study



Outcome

Unified dashboard – One place for all inbound & outbound calls



Seamless data flow – Everything updates in real-time

No latency – Instant access to information



Improved efficiency – Faster response times and better workflows

More reliable platform – No more system crashes or instability



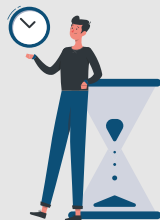
Enhanced supervisor oversight – Managers can now join calls in real-time instead of relying on messages or in-person updates



Delivering positive results for Wingo's growing business

Not only was Webex Contact Center met with great qualitative feedback, but it also generated tangible business advantages. "The tool is easy to use and understand, so the agents were up and running in one or two hours," Romero explained. "It was seamless. And that's really important because, in the end, it's directly correlated to cost. As soon as you have a longer interaction, you have a greater cost."

Moreover, Wingo no longer has to deal with an unreliable, outdated solution. As a growing business, they have a platform that can scale alongside their customer base. "Even if we have much more interaction than we expected, the system can handle all those requests coming at once," Romero said. "I'm really impressed with the system's stability."



Indeed, **Webex helped Wingo improve its average time-to-resolution.** The platform allows them to better prioritize incoming requests and route them to the best available agent, which has reduced their average speed of answer by over 10 seconds.



As for the customer experience, he's also seen notable improvements related to voice quality and background noise. In the past, customers complained about having trouble hearing agents during conversations—but now, those complaints are gone. "Webex definitely solved them, and I'm really happy that was the case," Romero added.

Case Study



Harnessing AI to shape the future of customer care

Like many forward-looking companies, Wingo is ready to embrace Cisco AI Assistant for Webex Contact Center. Fortunately, with Cisco as a partner, they'll be first in line to leverage AI solutions to enhance the customer experience. Wingo is also looking forward to other useful AI tools, such as Webex's automated transcription capabilities, which can help summarize customer interactions. Romero is particularly interested in the platform's Cisco AI Assistant features, as these can provide agents with the best knowledge articles to answer questions effectively and efficiently. "The fact that Cisco supports this approach and can invest in these future solutions is really a game changer," Romero said.

"For example, we are investing time and money to get customer feedback today. We were happy to hear that Webex Contact Center has a post-call survey out of the box. But with customer sentiment analysis coming soon, I expect to see even more insights about what's really happening in our contact center."

Jonatan Romero, Head of Customer Care at Wingo

Next steps

Contact us today to explore how Bucher + Suter can help your organization achieve the same success with your Contact Center.

info@bucher-suter.com

