

Sweden creates a countrywide contact center using cloud based technology from Intelcom

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Sweden is the first country in the world to have its own telephone number

The Swedish Tourist Association (STF) has launched "The Swedish Number" and people from all over the world can call to speak to a randomly selected Swede - about anything! The new initiative is built on cloud-based contact center technology from Intelcom.

Sweden became the first country in the world to introduce a constitutional law to abolish censorship 250 years ago, in 1766. To honor this anniversary, Sweden has introduced its own phone number. This means that anyone in the world can call and talk about Sweden with ordinary Swedish citizens working in collaboration via a single telephone number, +46 771793336.

Behind the solution is Intelcom one of the first companies to develop a cloud based contact center. Intelcom's technology enables the solution by queuing and distributing calls, producing reports, keeping statistics and more. Swedish people can make themselves available for calls via the cloud-based contact center by downloading a smartphone app, based on Intelcom's open application interfaces (APIs).

This means that anyone in Sweden with a smartphone and a Swedish number can register as an "Ambassador to Sweden". One of the registered Swedes is then randomly selected to discuss and answer questions from people in other countries who call in and are curious about Sweden. The caller does not know the identity of who is answering their call, as everything is handled anonymously.

Børge Astrup, managing director of Intelcom Contact Centre Division commented, "The Cloud allows flexibility of location, device and technology independence which are just some of the factors that have enabled this unique project. Previously, this could not have been possible because agents would have been required to sit in the same physical location using onsite telephony equipment. It is exciting to see the service is already a great success and we will follow progress of the countrywide Swedish contact center with interest."

On the campaign page www.theswedishnumber.com there is live data from the contact center provided directly by the Intelcom solution in addition to promotional videos and additional information.

Campaign video: https://youtu.be/mtb3f_NAmK0

For more information visit www.intele.com

About Intelcom

Intelcom is a leading provider of contact management solutions. With over 17 years' experience, Intelcom was one of the first to develop a cloud-based contact centre. Highly flexible and scalable, Intelcom can be adapted to accommodate one to several thousand concurrent agents using any device, in any location and integrates with multiple applications seamlessly.

Intelcom is one of the few contact centre solutions that is completely multi-channel. Intelcom Connect

agents can respond to Phone, Email, Chat, Social Media and SMS enquiries all within the one application.

For more information please visit INTELECOM (<http://www.intele.com>)

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