

TYPE OF PRESENTATION

- Regular Reporting
- Strategic Topic
- Project
- General
- Public Relations

OBJECTIVES

- Information
- Approval/Decision

>> CASE STUDY 01 <<

TELLMANN CONSULTING GMBH
- ESTABLISHMENT OF INTERNATIONAL
CALL CENTERS -

APRIL 2021

SOURCE THE BEST -
FORGET THE REST

Company

German Lufthansa AG

Function

Consultant Strategic Purchasing Lufthansa Group / Star Alliance

Challenges

- Reduction of more than 400 telephone units worldwide to approx. 8 new global call centers
- With the exception of the German call center in Kassel, all other call centers had to be rebuilt in a six-month cycle.
- As project manager, the commercial purchasing responsibility, which amounted to approx. 10 million EUR per call center
- Verification of locations and subsidies, procurement of IT and NON-IT goods in the respective countries
- IT networking of the call centers tws. in non-regulated markets

Results

- Set-up of the call centers ("Global Tele Sales") Dublin, Melbourne, Cape Town and Berlin in two years
- Modular structure of activities, enabling all time targets to be met
- Location, subsidy, skill, supplier and benchmark analysis
- Successful negotiation of subsidies / business development at all locations
- Global and local sourcing (think global, act local), negotiations and contracting with national and international suppliers
- Contractual and commercial integration of service level agreements into an overall concept
- Despite regulatory restrictions in the telecommunications segment, it was possible to enter into agreements with corresponding regulatory authorities
- <https://lh-intouch.com/sites/>