



Connectel launches Atlas – The omnichannel platform that makes customer service both faster and smarter

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Connectel launches Atlas – an omnichannel platform that unifies all customer interactions – from calls and email to chat and SMS – into a single, seamless experience. With Atlas, customer service organizations can reduce handling time for complex inquiries by over **50 %** and automate up to **80 %** of repetitive requests.

Connectel, the Swedish CCaaS company developing innovative customer service solutions, today presents Atlas – a platform designed to enhance and streamline customer service. Atlas enables service teams to manage calls, email, chat and SMS from one unified view, reducing fragmentation and improving agents' overview.

“**Atlas is a platform that not only improves response times – it transforms how customer service operates. By automating repetitive tasks and enhancing agents' visibility, we help teams deliver faster and smarter service.**– Robin Leijon, CEO Connectel

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With built-in AI support in every feature, Atlas can analyze customer inquiries, understand intent and automate repetitive tasks. This means faster response times, more consistent service and happier customers. For team leaders, Atlas offers a real-time overview of agents' performance and customer conversations, making it possible to quickly identify and resolve potential issues.

“**For customer service managers, it's not just about answering faster – it's about delivering consistent quality in every interaction. With Atlas, team leaders gain real-time insights and tools to ensure every customer receives the right help immediately.** – Linda Moser, Sälj- och marknadschef Connectel

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About Connectel

Connectel is a Swedish CCaaS company that since 2008 has developed solutions for modern, AI-driven customer service. The company offers a flexible and scalable omnichannel support platform, with customers in e-commerce, finance, transportation and the public sector. Headquartered in Stockholm.

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