

Contact Center Advanced Services

Worldwide Contact Center optimization

A major outsourcing company specializing in the ATI turns to SITA in order to restructure the company's global infrastructure, optimize its traffic patterns and deliver greater operational efficiency, cost control as well as an enhanced user experience

ISSUES

Complexity

Challenge to manage a global multivendor telecoms infrastructure of eight centers – 1,500 agents across five continents

Costs and return on investment

Need to reduce telecommunications costs and generate revenue streams

Complex traffic management

Rerouting of large number of calls between call center sites having an adverse impact on costs and call quality

Service level harmonization

Need to standardize service levels across the organization

SOLUTION

- Inbound call collection from 60+ countries and contact center infrastructure management
- Porting of 350+ numbers to SITA network
- Updating of Avaya infrastructure
- Global SIP enablement of IP MPLS network and LAN carrying voice and data traffic
- Integration of real time intelligent call routing (BRAIN) and 'take back and transfer' mechanisms with customer infrastructure so as to eliminate 'tromboning' as well as minimize costs and optimize quality

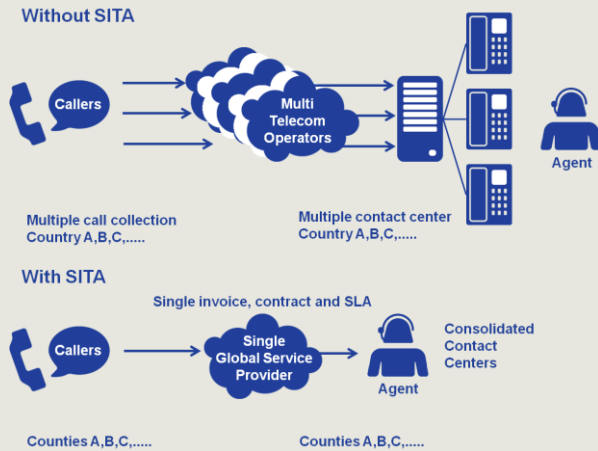
BENEFITS

- Single point of procurement and accountability for worldwide call collect
- Agility to modify routing strategies in response to changes in marketing or regulatory requirements.
- Infrastructure cost optimization, due to scale effect
- Agent productivity increase, due to scale effect
- Customer experience improvement both in terms of voice quality and shorter waiting times

20 percent
TCO optimization

10 percent
agent productivity
improvement

HOW DOES IT WORK?



SOLUTION COMPONENTS

1. Global call collection, including PRN service
2. Integration of SITA/Orange network with GTS Avaya-Genesys contact center infrastructure, in order to deliver call flow optimization
3. Renovation of PSTN and intra-site network infrastructure
4. Upgrade of Avaya infrastructure
5. Voice-enabled IP VPN/VOIP
6. Managed LAN and firewalls

CASE STUDY

Lufthansa Global Telesales (GTS) is a call center company specializing in air transportation within a large European-based carrier and alliance network.

- 1,500 agents across eight call centers located in five continents, 24/7/365
- Handles 10 million calls per year

The Process:

- Early engagement with GTS
- Customer workshops
- Voice cost optimisation (VCO) study
- Joint bid kick-off with Orange Business Services
- Response to request for proposal
- Contract award and signature
- Proof of concept and implementation

The result:

- Five-year contract valued at US\$32 million
- Focus on ATI in line with GTS vision
- Focus of consultative selling and close partnership with the customer

For more information please contact us at info@sita.aero