Bay Talkitec
Innovating Convergence

Case Study:

Hybrid TDM/IP Contact Center Solution

ISO 9001-2000
FS 93575

UKAS
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India Presence:

Ahmadabad, Bangalore, Hyderabad, Kolkata, Mumbai, New-Delhi, Nagpur & Punjab.

International Presence:

Bangladesh, Malaysia, Nepal, Singapore, Sri Lanka & USA.

Business Challenge:

One of the premier insurance companies in India wanted a Unified Communication solution for their call center solution so that customers can access their policy information from anywhere at anytime and through any kind of media like Fax, Email, SMS. They also needed an outbound solution to market their products to their policy holders.

Technical Challenge:

To provide highly reliable and scalable Call Center System to support both inbound, outbound calls and route the call to agents based on the Dialed Digit Identification (DDI) or any other rule set by the user.

Solution:

The answer was Bay Talkitec's Integrated Customer Integration Management Platform (ICIMP), a unified system that controls the IVR process and transforms a contact center from handling just voice calls to a sophisticated Video enabled 'contact center' capable of integrating and handling phone, fax, web chat, and e-mail. The solution is based on ISDN PRI trunk for inbound and outbound calls. The agent interface is done using multimedia hardware and the calls are routed to the agents using Voice over IP (VoIP) through LAN.

The system has 30 Channel incoming trunks consisting of 1 E1. The E1 line is connected to the PSTN for the receiving inbound calls and dialing out the outbound calls. When a caller lands on the system, the caller will be greeted with a pre-recorded welcome note. Then according to the DDI dialed calls will be routed to the corresponding agent.

Our client can run multiple inbound campaigns by allocating channels. The system is provided with soft switch Configurator by which telephony and other call center settings can be done. All the Call Detailed Report (CDR) is stored in the system and necessary MIS report can be taken by using the report tools. The system comes with standard report for both inbound and outbound and there will be the report tools by which the client can create or customize required reports as per their requirements.

During outbound call, the system fetches the information from the Outbound Campaign Manager (OCM) which will have call list and dials numbers. As soon as called party answers (connect), the system transfers the call to the appropriate agent with POP up. The call center server is

connected to Customer Database server over LAN. All the agents are connected to the network and each one will have a head phone connected to the agent interface card in the call center server. Soft Dial feature is used for making outbound calls. So in this configuration customer interaction activities are done through our Soft phone client from the agent's Computer.

The system comes with soft switch which is responsible for running the telephony applications. The flow is written using our GUI tool called SmartCall ADT.Our Client can develop IVR applications for both inbound and outbound services. The systems support Caller Identification (CLI) and Dialed Digits Identification (DDI). The DDI will be used to write different campaign or IVR services. The system has backup restore utility along with the FTP client so that backup and summary reports can be transported to any other system through network. The customer database is part of the network and the connectivity is by means of ODBC calls or by running stored procedure.

The system comes with Outbound Campaign Manager (OCM) by which ring list can be generated by the User. The User can create scripts for campaign and the data will be fed from the OCM for dialing the numbers. The OCM have facilities like scheduling the campaigns, retries of unsuccessful calls, etc.

The following services are provided by the system:

1. **Multiple Inbound campaigns & Outbound services**

   Our client can run and manage multiple campaigns through our Outbound Campaign Manager. Our client can create, modify and even allocate telephony resources for different campaigns at the same time.

2. **Agent POPUP**

   The agent pop up screen helps the agent to get the caller profile once the agent and the caller are connected. It gives the agent details about the callers account status and any other data agents would like to have.

3. **Fax on demand (FOD)**

   Fax on demand options helps the agent to send information to customer via Fax or even as an email attachment by integrating with the email client.

4. **Automatic call distribution(ACD) with user selectable criteria**

   Our client uses this feature to route calls to agents based on the skill set required to service a customer of a particular profile. For example this could be based on language,

location, customer status and many more. It ensures the right agent receives the customer care call and can provide maximum customer satisfaction

5. **SMS service**

   SMS service helps our client to interact with the customer via SMS.

Deployment Diagram:
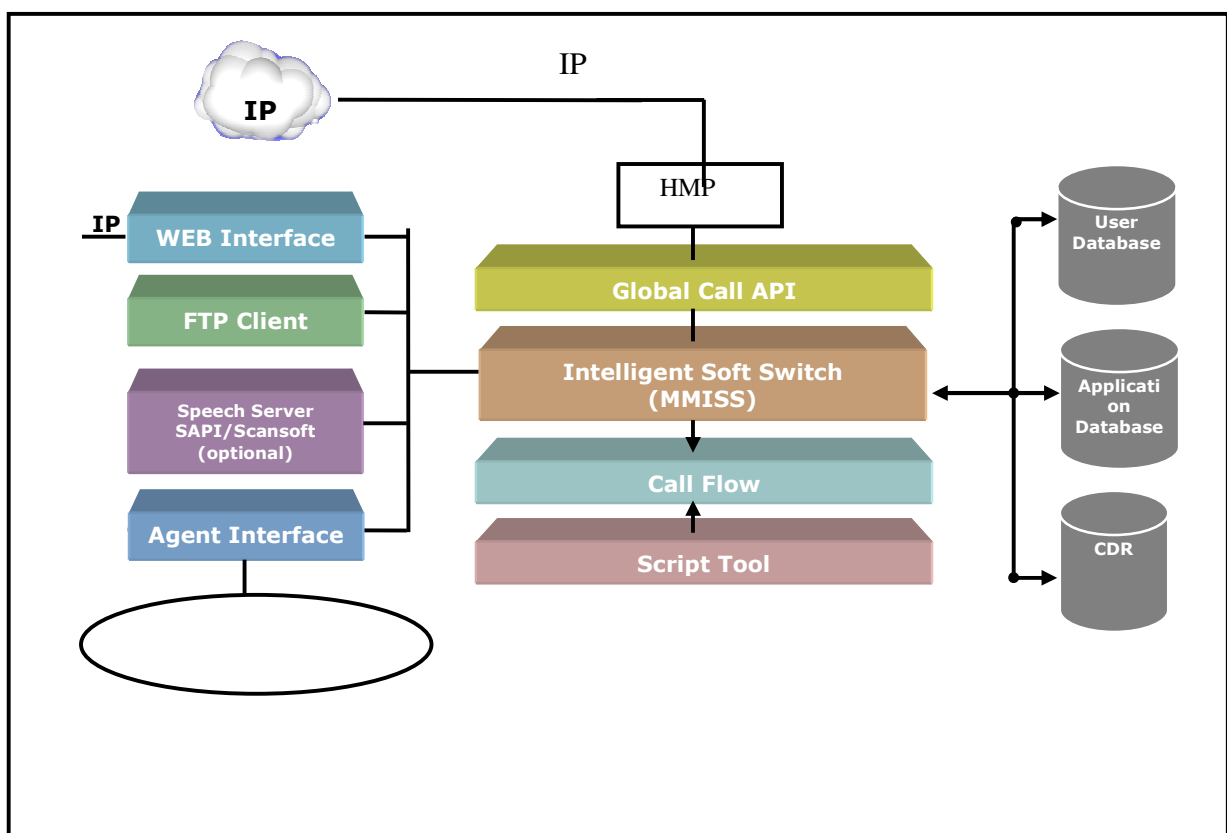
The Bay Talkitec's Integrated Customer Interaction Management Platform enabled customers dialing the call center to directly patch in with appropriate agent via IP. Bay Talkitec's System also enabled the call center agent to manage outbound campaigns. The system automatically dials the number from a database and helps the agent connect with the customer when the call is answered. With the availability of customized pop up screens, agents access the customer's information quickly and offer efficient customer service.

The system has enabled our client to allocate channels in the E1 line and manage multiple outbound campaigns. The system comes with outbound campaign manager by which ring list can be generated by the agent. The Campaign manager comes with features like Campaign scheduler, Redialing unsuccessful calls, manage multiple campaigns, etc. Customers also get the benefit of receiving information over SMS, FAX, and Email all features of the Bay Talkitec's Platform.

Benefits:

Our client achieved the following benefits by implementing Bay Talkitec's solution.

- Centralized IVR, ACD, and distributed agents – Agents can be geographically apart. Calls are routed to them based on their skill set, and language skills.

- Reduced phone charges due to total or partial VoIP transmission.

- No Telephony Hardware cost as Internal call routing is through IP

- Client is able to create and manage campaigns and not depend on any third party.