

EasyVCC

Complete Hosted Contact Center Solution for Enterprises and SMEs

Itel Case Study

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ITEL's Challenge

ITEL is a specialised service provider of call center services, based in Norway. On planning for service launch, ITEL recognized the competitive nature of the market and wanted to achieve differentiation based on a focus on the business and retail sectors. This segment had been under-served by traditional contact center vendors, which had a bias towards larger enterprises and delivery of classical call centers with a centralized physical location. The SME market, on the other hand, requires a distributed, virtual solution, accessible to employees or agents irrespective of location. Moreover, there were no incumbent competitors in this segment, presenting ITEL with an opportunity to develop a business portfolio based on Gintel's Easy Virtual Contact Center application.

In order to achieve this, ITEL needed to be able to establish a virtual operation, such that call handlers or agents could be located anywhere with access to a suitable terminal. Some of ITEL's potential customers had highly distributed workforces and no physical location, but a need to enable any agent to access the service and answer incoming calls. ITEL serves customers both in the commercial world and in the not-for-profit sector, with employees or volunteers that might need to register for availability at any time. The system had to allow registration on the part of an agent and to recognize the status of their phone line once registered so that routing to alternative destinations could take place.

Almost all of ITEL's customers had a need for a customized solution. Monolithic, centralized call centers can deliver uniformity of service for an individual customer, but do not cater for the needs of multiple customers effectively. ITEL needed to create a multi-tenanted environment, in which each customer could differentiate and tailor a solution to their specific needs. As many of these customers are smaller retail or non-governmental organizations, traditional vendors could not meet these requirements at the appropriate scale. Further, smaller enterprises and organizations share the need to project a large company image to their clients. This can be achieved via a customized call center solution and suitable customer interaction modes.

For example, a retail customer such as a motor parts reseller might have representatives in multiple locations, either directly or via a franchise scheme. A single freephone number might be offered to allow callers to reach the company using a common number, but the system needed to be able to determine the most appropriate branch office to which to route the calls. Thus a caller from Trondheim would be connected to the local office in Trondheim, even though they dialed a national number. The same would apply to a caller from Oslo, but a caller from Oslo would not be connected to the office in Trondheim and vice versa.

These complex routing scenarios had to encompass both traditional IN signalling capabilities, in order to manage the call routing in an intelligent manner, as well as emerging technologies, such as IP terminals and softphone clients. The required solution had to be able to address both legacy signalling environments as well as be able to adapt to newer protocols that would be encountered as part of a network evolution program.

The Solution

ITEL selected Gintel's Easy Virtual Contact Center as the primary service application for their customer implementations. With the help of Easy Virtual Contact Center, ITEL was able to launch a range of services to cater for the needs of their business and retail customers.

Gintel's EasyVCC is a complete virtual contact center solution for operators and service providers. Virtual Contact Centers can be created across multiple sites and support nomadic call agents, leading to enhanced flexibility, scalability and redundancy and service level optimisation.

EasyVCC is based on a net-centric architecture, eliminating the need for investment and maintenance of premise-based equipment and thus lowering the threshold for roll-out of advanced customer interaction solutions in new market segments, e.g. for small or virtual organisations. Contact center agents can operate at any location, through any telephony terminal equipment, and the solution can be deployed on all types of telephony network, PSTN, PLMN, 3G, NGN, and IMS.

In order to meet the future service customisation and evolution requirements, ITEL also selected Gintel's Easy Composer suite. Easy Composer enables operators to customise existing services and rapidly create new offers that enhance differentiation and increase customer stickiness. Easy Composer allows services to be assembled from a comprehensive palette of core capabilities. Operators and service providers can leverage this to meet exacting demands from existing subscribers and support innovation to win new ones.

Easy Composer is revolutionary. New services can be designed and assembled "on-the-fly", within hours, not days or weeks, greatly reducing time to market and enhancing operator agility. Service Providers can both innovate within their markets and respond more rapidly to demand and competitive threats. New services can be launched rapidly and at low cost, reducing the risk of service delivery.

Easy Composer is completely complementary to Gintel's other applications, allowing continual innovation and service differentiation. Easy Composer helps operators develop richer customer relationships, based in co-operation and support. Easy Composer provided ITEL with almost unlimited service creation possibilities via a simple GUI, allowing ITEL to tailor make individual services to meet the needs of specific customers.

Results

ITEL launched hosted services based on Easy Virtual Call Center platform in May 2004. The solution is fully integrated with carrier Intelligent Networking, over SS7 trunks. Using the unique capabilities of Gintel's Easy Virtual Contact Center, ITEL has been able to deliver differentiated services to cater for the needs of its customer base.

ITEL has many retail and business customers from a diversity of sectors and activities and has successfully been able to adapt the call handling services to meet changing needs and new requirements. Gintel's Easy Composer has been fundamental to this effort, delivering to ITEL the capabilities required to allow rapid service creation and customisation in an intuitive manner. The Easy Composer does not depend on a proprietary or complex programming model; instead it leverages a powerful GUI environment. This translates into a service creation model that can be used by a wider range of personnel with little specialist knowledge or training. This has broadened the development community within ITEL, enhancing the prospects for innovation way beyond that offered by traditional equipment.

ITEL has profited from a complete suite of services, primarily targeted towards the business segment, but with the capability to be directed towards any community they wish to access. The complete offer from Gintel has been supported by the extraordinary creativity that is offered by the Easy Composer toolkit, enabling ITEL to consistently deliver new and innovative services to its clients.