

CASESTUDY

# Customer Experience Transformation through Deployment of Unified, Centralized and Automated Contact Center Solution for a Tier-1 Operator in Africa

## The Challenge

The operator with 60 million subscribers has its operations in 16 different countries in Africa. With legacy systems residing in different locations, it was cumbersome for the operator to manage and offer a unified customer experience. The operator was seeking a partner who could help them address the following challenges:

- Unify and centralize customer experience for subscribers in various locations and ensure consistent delivery of services across 16 countries
- Empower call center agent to serve end-customers better
- Reduce operational costs in managing legacy systems
- Enhance the reporting capability of the systems to generate reports as desired
- An automated service delivery mechanism to reduce the overall response time
- Centralize and manage service level changes & issues on 24\*7\*365 basis

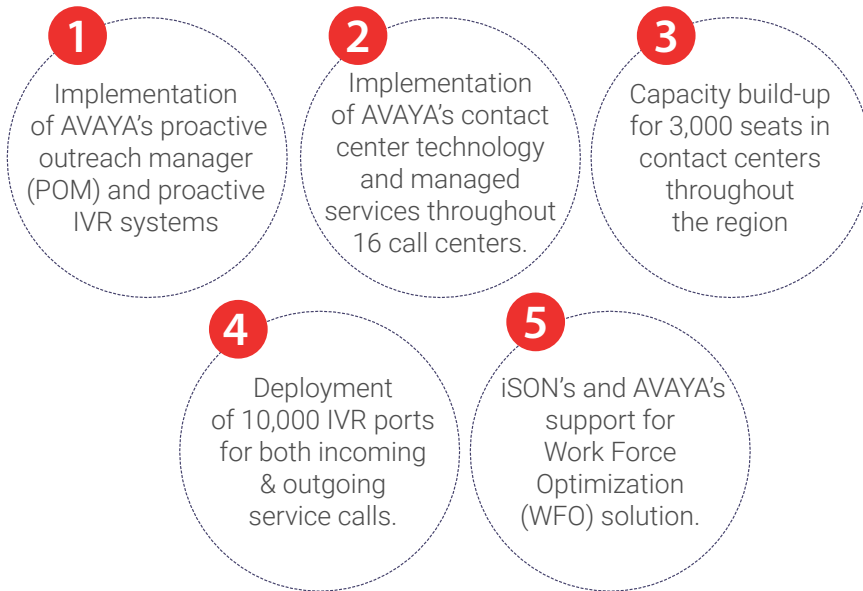


Multi-Channel Interactions

## The Solution

iSON along with AVAYA designed and offered contact center technology and managed services solution to reduce costs & increase the performance of the legacy systems residing in silos and accelerate transformation of the operator's customer service experience.

The primary objective of the implementation was to create a fully integrated customer experience centric contact center. The solution deployment works in a distributed architecture which empowers the subscriber with a much richer and wider experience to solve their issues and queries. The highlights of the solution are detailed below:



Enhanced capacity vision for 6,000 seats & call volumes of 28,000 in the coming 3 years

New services launch planned like Video IVR which shall enable 3G customers to receive video messages along with other dynamic services.

## The Benefit

The solution provided the following benefits to the operator:

### Automated Contact Center

The solution automatically captures, routes, manages, integrates, orchestrates and reports all inbound and outbound customer interactions of all types. It grants agents quick access to end- customer information resulting in reduced response time to customer queries.

### Integrated IT and BPO Solution

The solution focuses on the industries' value chain to address the end-customer needs.

### Drives Continuous Process and Performance Improvement

The solution provides real-time and historical insights thus, allowing

operational performance management in real-time. It helps you to track all business processes including the ones which were operating in 'silos'.

### Reduced Costs

The solution is designed for per call savings encouraging self-service transactions and multi-channel usage— Mobile, Web and Social Media. These activities are easy, fast and accessible for ANYWHERE end customers and result in optimized agent utilization.

### Superior Customer Experience

The solution is deployed using diverse technologies such as ACD, IVR/VRU, Speech Recognition; CTI etc. ensuring customer interaction at all touch points.

### Empowered Agent

Enhanced agent ability to access and communicate required information through multiple channels – IVR, e-mail, chat while utilizing partners capability to respond customer queries quickly & efficiently

### Reduced Response Time

Proactive service delivery through "identifying & allocating resources" mechanism reduced the overall response time.