

iSON helps a global business solutions provider in Business Continuity Planning and Disaster Recovery for its contact centre servicing 8 million subscribers



The Objective

The purpose was to design and implement business continuity and disaster recovery plan for a global business solution provider servicing 8 million subscribers. The business solution provider was after high visibility across the myriad interrelated customer care processes and clarity on the line of authority and role during crisis management.

The following was the objective of the process:

- Identify all Critical Products / Services / Processes / Technology across the contact centre
- Identify the interdependencies for all identified critical processes and technologies
- Identify risk pertaining to identified critical processes and technologies and their mitigation plan
- Identify strategies required to recover business in case of disaster
- Define response teams to tackle any business disruption
- Documentation and implementation of BCP/DR plans

The Challenge

The operations were distributed among 3 entities; the business itself who had designed the business process, entity 1 which ran the Day-to-day service operations & internal processes and entity 2 which controlled the Contact Centre Technology (CCT) infrastructure & processes (run by the solution provider)

As many of the processes were quite inter-related and the global solution provider was keen to address the following challenges faced:

- Minimal visibility on the criticality of 'Customer Care' processes and technologies
- Ensuring continuity of services to customers in case of a disaster
- Lack of clarity on the role (including crisis management) and plan linkages of all the three entities

The Solution

The following BCM activities were executed by iSON for critical contact centre products, processes, and technology:

- Business Impact analysis
- Risk assessment
- BCR/DR plan development
- Testing
- Training and development

ISO22301 standard for Business Continuity and Disaster Recovery was implemented to reduce the likelihood of disruptive incidents and the following parameters were matched against it.

- TECHNOLOGY
 - o Managed by Entity I
 - Local CC Network
 - File Server
 - Agent Stations
 - o Managed by Entity II
 - CM - AES
 - System Manager
 - Session Manager
 - AACC SP10 CCMS

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- AMSMPP
- Web App Server -1 –VXML IVR
- Web App Server -1
- PRODUCTS

Delivered by the operator and managed by the entities

- Inbound Calls (CC)- Inbound Calls (Self Care) - Out Bound Calls - Emails - Chats

- PROCESSES

Managed by the Operator and Delivered by Entity I

- Prepaid Inbound
- Post Paid Inbound

Managed by Entity II

- User ID Management Process
- Backup & Restore Management Process
- Change Management Process- Incident Management Process
- Asset Management Process
- Capacity Management Process

The Benefit

1. Risk Identification: By conducting risk assessments across all physical locations and within each process or function, threats and vulnerabilities were uncovered. These were all opportunities to induce operational changes or physical enhancements intended to reduce or eliminate the probability of some major organizational risks.
2. Operational Improvement: Our planning activities had created awareness that resulted in opportunities to make operational improvements, especially in areas that had not previously been explored.
3. Knowledge Capture: Our approach for Business Continuity planning helped the client to collect and organize information for future uses, including process improvements
4. Competitive advantage: We helped the client in bridging the key gaps in the Business Continuity program to assure internal and external customers were delivered services on the mutually agreed SLA.