

Building an IP Contact Centre

Journey Along the Cutting Edge of the VOIP Knife

Remember, amateurs built the ark. Professionals built the Titanic.

Agenda

- Who is Support Excellence?
- The Journey
 - From Here...
 - Vendor Selection
 - Configuration
 - To There
 - Implementation
- Lessons Learned

Who is Support Excellence?

- *Customer Service Advocates*
 - Virtual Contact Centre
 - Technical and Product Support Services
 - Customer Care Consulting
- *Industry Activists*
 - Active at an executive level in Help Desk and Call Centre Associations
- *Business Professionals*
 - 30+ years of industry experience

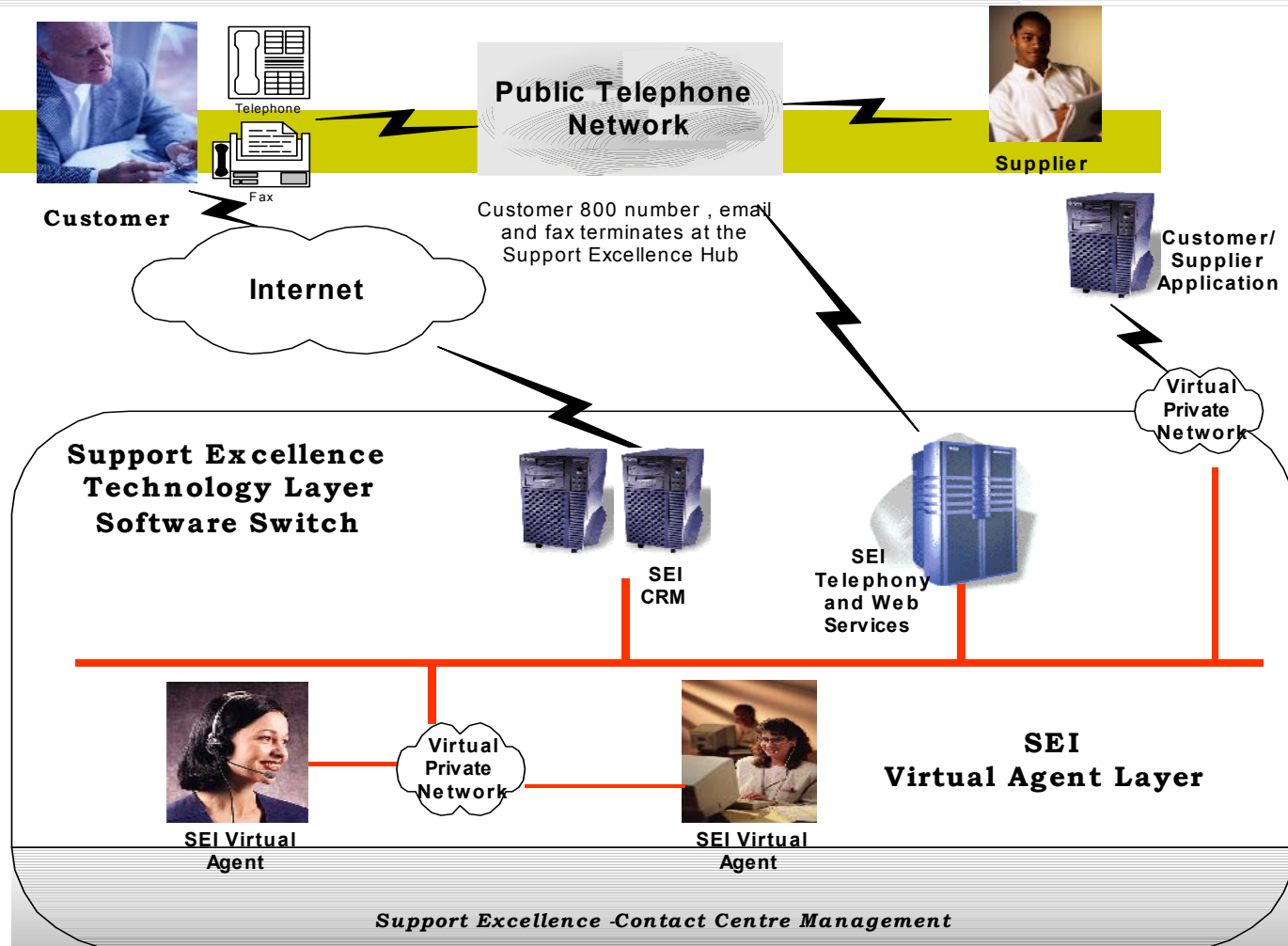
Our Services

- Virtual Contact Centre
 - Technical Support (Help Desk)
 - Product Support (Call Centre)
 - Pre-Sales and Post Sales Support
- Hosted CRM
- Business Management Consulting
 - Customer Care Consulting
 - Technical Business Process Consulting

Our VOIP Vision

- Build from the ground up
- Best of breed integrated IP PBX and Contact Centre software
- Ease of maintenance and modification
- Scalable
- Fully distributed Contact Centre
- Portable – soft-phone solution
- Internet connectivity to remote agents
- Reasonable cost

Customer Service Centre Delivery Model



Our Challenges

- Company size
- Financial and technical resources
- Faith vs reality
- Reliance on vendors

The Journey



“ Doing it right is no excuse for not meeting the schedule.”

Vendor Selection



Final Vendors

- Alcatel
- Cisco
- Avaya
- Nortel
- 3Com/EasyRun
- Telephony @ Work
- Interactive Intelligence



Key Selection Criteria

- Reliability (5-nines)
- Supervisor management services
- Use of advancing protocols (H.323 to SIP)
- Billing capability
- Reporting
- Ease of configuration
- Integration – external gateways etc.
- SLA management
- Skills based routing
- Ease/cost of growth

And the Winner is.....

- Alcatel PCX4400 with the Genesys Labs Contact Centre solution was chosen
- Why?
 - Integration
 - Scalability
 - Cost
 - Desire to work with a small growing company

Risk Factors

- European manufactured product
- Local support and install base
- Leading edge technology
- Reseller lack of contact centre implementations
- Our lack of technical resources

Implementation



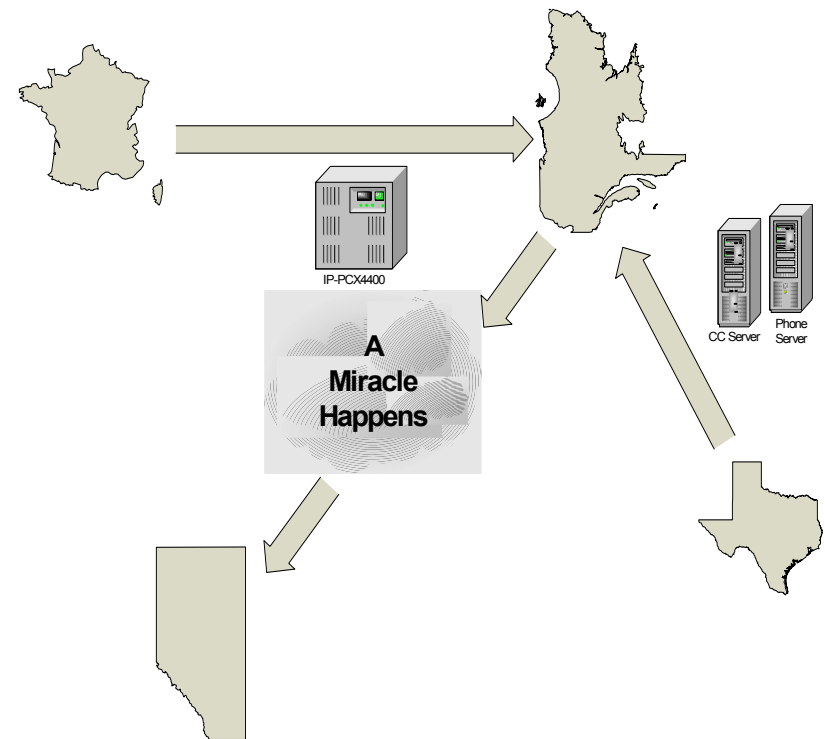
Never test the depth of the water with both feet.

Implementation Expectations

- 2 week configuration
- 1 week to install and test on-site
- The equipment we ordered would meet our needs
- Expect usual implementation problems but timelines would be met

Bring Components Together

- PCX4400 from France to Montreal
- Dell servers from Texas to Montreal
- 2 week configuration
- Deliver to Calgary ready for use



Actual Installation Results

- Reseller did not know VOIP or soft-phone capabilities – limited access to vendor resources
- PCX4400 was not fully configured when it arrived on site
- 3 month delay incurred trying to figure it out problems
- Ended up with a mixture of IP and digital phones to get it working initially

Soft-Phone Model

- Soft-Phone configuration never did work
 - Latency issues across the internet
 - Call quality was inconsistent
 - Voice delay
- Result
 - Abandoned soft-phone model

PCX Tuning

- Tuning the key components of the IP PCX
 - Getting the levels right
 - Understanding license structure
- Result
 - Mostly seamless and “under the covers”

Network Tuning

- Tuning the network for VOIP
 - Network design is critical
 - Prioritization of voice
 - Logical and physical separation of voice and data
- Result
 - Integration of network is physical but not logical
 - Still need telephony expertise in network support

A Cool Sideline

- Telephony integration with one of our customers
 - Strengthens our partnership service
 - Used wireless LAN extension service from Terago Networks
 - Mix of theirs and ours agents
 - Helps our customer and us.

The Destination



Experience is something you don't get until just after you need it.

Lessons Learned – Telephony

- Tuning is critical – needs expertise that we did not have on our team
- Delivers ease of support and maintenance
- Architected IP-PBX over Intel server based option – personal preference and comfort.

Lessons Learned – Contact Centre

- Look for an integrated solution
- Open architecture that integrates with industry applications and CRM systems
- Get training included in the deal

Conclusion

- IP Telephony works in the Contact Centre
- Once through the implementation problems, we have what we wanted...

A scalable cost effective Telephony and Contact Centre solution.

Contact

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