



FROM COUNTRY TO COUNTRY: CONSISTENT COMMUNICATION SYSTEM UNITES BEVERAGE COMPANY

INDUSTRY:	Beverage
EMPLOYEES:	over 3,000
LOCATIONS:	6 sites across 2 countries

Touchbase's client is one of Asia Pacific's leading beverage companies with market leading positions in the production, marketing, sales and distribution of beer, spirits, ready to drink spirits and wine in Asia Pacific and international markets.

The Executive Team's strategic focus is to maximise the performance of the existing core businesses. This strategy prompted the Beverage Company to enter a year long internal process to replace their legacy contact centre technology and had decided on Cisco Unified Contact Center Enterprise integrated with Cisco CallManager servers. Touchbase won the tender for this due to the honesty displayed in detailing the abilities and limits of the system and its proven expertise in business communication technology.

The project had to be planned meticulously and delivered seamlessly as the Beverage Company's business is dependent on the ability of its contact centre to take orders efficiently and effectively. Throughout the day and night they receive orders from bars, retail outlets and other establishments for their products via phone, fax and email. This is their only source of revenue.

At a number of times in the 24 hour day there are cut-off times for orders that their customers know if they are within they will have their order on the next delivery. If they miss the cut-off they miss the corresponding

delivery. This fact was key within the design of the system to give the greatest possible opportunity to its customers of contacting them promptly.

Touchbase gathered the business requirements from the Beverage Company to ensure alignment of technology to business strategy in order to begin the DELIVER service with a deep understanding of how the technology would achieve specified business outcomes.



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DELIVER SERVICE

BEVERAGE COMPANY



FOCUS

The contact centre deployment was for:

- Country A Contact Centre, 40-60 agents
- Country B Orders Contact Centre, 25 agents
- Credit Control Team, 20 agents in country A
- Supplementary Contact Centre, 20 agents in country A
- IT Helpdesk across 5 locations in both countries, 10 agents

The contact centre solution met the following requirements:

Lower business risk on technology by replacing "End Of Life" Contact Centre telephony switch

- The software version of the Avaya PBX supporting the primary contact centre was no longer supported by the manufacturer.
- NOW all of the standardised systems in place are supported by Touchbase

Lower business risk on technology by replacing Avaya routing application

- The business did not have access to the source code for the existing CTI application which made Automatic Number Identification (ANI) based routing decisions therefore no modifications could be made.
- NOW the custom CTI application developed by Touchbase is based on open standards.

Enhance Productivity through consistent management of contact regardless of communication channel

- Efficiency around the processing of fax and email orders, currently distributed manually, needed improvement.
- NOW fax and email are part of the centralised system allowing emails and faxes to be managed similarly to real-time calls and voice messages.

Enhance Disaster Recovery options

- The legacy system did not allow enough flexibility in planning for disasters
- NOW the company benefit from a very flexible business continuity plan allowing calls to be routed anywhere, anytime across their locations.

Enhance branding capability to inspire consumer and commercial confidence

- Music-On-Hold and announcements were limited restricting the Beverage Company to brand with maximum effect.
- NOW there is freedom to brand with ease whilst customers queue to be answered by the Beverage Company

Replace legacy standalone systems with scalable, agile and resilient business communication solution.

- A scalable solution was needed to allow for new markets and brands in line with the Beverage Company's business growth
- NOW by leveraging the company's "converged" network more efficient transport of interstate calls is provided and the open-systems architecture minimises Total Cost of Ownership

Enhance productivity through automation of outbound contacts

- 20% of contact centre interactions are outbound contacts.
- NOW by automating this task significant efficiency gains have been made

Integration with Siebel CRM

- There was a need to provide a solution that can successfully interface with Siebel CRM from Siebel 7 onwards
- NOW workflow is enhanced by Touchbase customisation to Cisco Agent Desktop integrated with existing Siebel 6 with Siebel 7 capability for the future

The project in country B was particularly interesting as the team there were well served by a local call centre company who had developed their own customised applications. They were understandably reticent at first to change their contact centre technology. Once the benefits of having a standard communication environment across all its locations in two countries were realised the team now benefit from company

wide reporting and can help out easily if anything should be needed to be routed to them. This business continuity also goes for the rest of the business, for if one location goes down, the customers do not suffer in the least. All inbound calls are diverted seamlessly to another appointed location with all the same customer service information and functionality at their fingertips.

THE METHOD

DELIVER Define

The Touchbase team took control to manage risks, issues and any changes to the project plan working closely with the CIO and Contact Centre Leader and members of their team. At this stage a plan of action was formed to deliver the solution over an eleven month period –

- By scoping each detail of the project, how it was to be managed and the timescales involved
- By translating the business needs into clearly defined functional requirements of the communication environment
- By ensuring the technical environment the system will be deployed into is fully mapped and any changes necessary are identified

DELIVER Detail

The conceptual design was translated into a detailed design that pinpointed the value of each piece of functionality and its interconnection with the whole –

- By ensuring that any configurations that were required to support the strategy were highlighted before the system was built
- By specifying the purpose and need of each technology product and how it is linked to the whole
- By designing system tests to establish that the system worked as it should "technically"
- By collating the data pertaining to the end users of the communication environment
- By developing a fully agreed programme of steps necessary to get the organisation ready for the new system

DELIVER Develop

Prior to go-live members of the Touchbase team built, configured and tested the elements of the technology to align the physical infrastructure to the goals of the prior stages –

- By installing all hardware, testing this and loading all licensed software
- By configuring and customising the solution and testing this
- By ensuring the operational staff were comprehensively trained on administrative and operational tasks

DELIVER Deploy

Beginning with the country A Orders Contact Centre through to the country B Orders Contact Centre, the system was deployed to enable the specified business outcomes to be delivered –

- By testing that the users of the solution were capable of using it efficiently and effectively as agreed in the functional requirements
- By training the users to use the system and maximise its potential
- By making sure all the dependencies and resources were ready to perform the migration
- By ensuring that all the user data entered into the system was accurate and complete
- By migrating the system into production

TECHNOLOGY

The following technology, now implemented and managed through the OPTIMISE service, gives the Beverage Company a communication environment focused on delivering outcomes aligned to their business strategy:



FOUNDATION	CUSTOMER CONTACT	Integration with:
<p>Switching & Routing</p> <ul style="list-style-type: none"> • Cisco Voice Gateways <p>IP Telephony</p> <ul style="list-style-type: none"> • Cisco CallManager Servers • Cisco IP Phone • Configuration of Survivable Remote Site Telephony 	<p>Customer Interaction</p> <ul style="list-style-type: none"> • Cisco UCCE for 100 users • Cisco Email Interaction Manager • Unified Outbound Dialler • Cisco IP IVR • Cisco Agent Desktop • Cisco Supervisor Desktop 	<ul style="list-style-type: none"> • Siebel 6 • MSG Pro (Ordering Software) <div data-bbox="874 913 1481 1391" style="border: 1px solid black; padding: 10px; margin-top: 20px;"> <p>“...if one location goes down, the customers do not suffer in the least. All inbound calls are diverted seamlessly to another appointed location with all the same customer service information and functionality at their fingertips”</p> </div>

PRINCIPLES ALIGNED TO BEVERAGE COMPANY

COVERAGE	CAPABILITY	CONSISTENCY	CULTURE	CLIENTS
<p>Touchbase's ability to deliver projects across multiple countries helps the Beverage Company to ensure a consistent and standardised system.</p>	<p>Touchbase's highest level accreditations, such as Cisco Master Unified Communications and Cisco Managed Services Powered, were integral to the quality of the detailed design and deployment. By using Touchbase, the Beverage Company mitigated the risk involved in this multi-location contact centre deployment.</p>	<p>This principle was absolutely key for the company. Not only did the communication environment have to be standardised and supportable by one partner but it was also necessary that the partner could do this across Asia Pacific. If there was a disaster in country B's contact centre calls could be diverted to country A's contact centre with the same customer interaction strategy – and vice versa.</p>	<p>The Beverage Company appreciates Touchbase's focus on their business and helping this rather than pushing technology for its own sake. There is a strong business relationship based on trust.</p>	<p>The Beverage Company recognised the value of a partner that focuses on a specific type of client. This targeted approach allowed Touchbase to execute the project across each location with the experience of previous engagements able to provide support.</p>



DELIVERING COMPETITIVE EDGE

"There is enhanced efficiency through the automation of outbound contacts. Productivity has been improved through consistent contact management regardless of communication channel"

VISION

The solution deployed is scalable to allow for expansion into new markets and brands in line with the Beverage Company's business growth. The enhancement of the branding capability, by removing the limitations on music-on-hold and bringing contest lines in-house, helps the company to inspire consumer and commercial confidence. Business risk with technology has also been lowered by replacing the "End of Life" contact centre telephony switch as the software version of the Avaya PBX supporting the primary contact centre was no longer supported by the manufacturer. This represented a significant risk to business continuity if a critical component failure or software bug was to occur.

EXPERIENCE

The implementation of an IVR negates the verification of the client's details once they have been routed to an agent thus taking out potential frustration for the customer and giving them a time saving. The 'screen-pop' gives the agents a view of Siebel and MSG Pro (ordering software) to allow easy use and time economy. Skills based routing advantages both the agent and the customer in that calls route to agent groups most appropriate and confident to take the call and decrease the number of transfers.

INTELLIGENCE

The communication environment gives enhanced workflow to aid agents. This helps them to understand the customer more deeply and is increasing the agents' ability to up-sell and cross-sell. Real time/historical reporting across all interaction channels is allowing supervisors to make tactical decisions to meet strategic aims. There is enhanced efficiency through the automation of outbound contacts. Productivity has been improved through consistent contact management regardless of communication channel (e.g. voice, e-mail, fax).

CONTROL

The open-systems architecture allows the Beverage Company's Technology Team to integrate 3rd party applications allowing for a holistic view of the customer experience. The options for Disaster Recovery have reduced the down time of systems and improved customer access to the Beverage Company. Their Technology team are able to simply manage the system due to having a standardised platform and interoperability, and having just one partner to support and manage the communication environment.

COST

The new communication environment has decreased administration costs. There has also been a reduction of full time dedicated administration staff (FTE) who were required in supporting legacy systems. Client verification via the integration of UCCE and Siebel has reduced talking time and reduced the number of agents required to man the contact centre. Increased workflow of information, due to the streamlining of alternative media, email and fax, has reduced the cost of stand alone applications and an intelligent flow of electronic information from one application to the next, thereby reducing the FTE of support people.

Touchbase exists to maximise the positive impact communication technology can have on a company's people, teams and customers.

We do this across the world through four defined services that are used by our clients depending on what unique needs, issues and opportunities they have.

The focus is always on giving our clients a competitive edge through their use of efficient and effective communication.

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TOUCHBASE: OPTIMISING BUSINESS COMMUNICATION