



SPEED & QUALITY IMPROVEMENTS ACROSS EVERY COMMUNICATION CHANNEL SET TO IMPROVE EXPERIENCE

INDUSTRY: Broadcasting

EMPLOYEES: over 800

LOCATIONS: Contact Centre
& 2 Corporate
Offices in Asia
Pacific

The Broadcast Company's television business is at the company's core. It provides subscription television services in a service area of over 2.5 million Asia Pacific homes primarily using digital satellite technology. The Broadcast Company's television subscriber base has grown to over 700,000

households, the largest subscription television operator in its region. The Broadcast Company's digital service includes over 120 premier channels, a video-on-demand service, and increased levels of interactivity through its sports and movie channels.

Over 800 employees serve the Broadcast Company's customers. Around 700 are based at the company's National Customer Operations Centre. The remainder are based in the Broadcast Company's corporate offices in two Asia Pacific locations.

In 2000 the Broadcast Company established a mobile telephony and internet services business. Each of these services has approximately 20,000 customers.

The Broadcast Company engaged Touchbase to undertake a DISCOVER service prior to the implementation of its Contact Centre technologies. The findings from this informed the design of their communication environment and set out particular targets to deliver

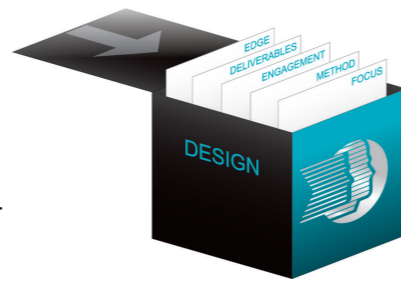
specific business outcomes. The Broadcast Company's legacy communications system was reaching the end of its support life and they were spending unnecessarily to keep it going. With the intelligent application of modern communication technology to their business they could reap cost saving benefits, improve customer and agent experience, tighten control of the technology environment for their Technology Team and give their Executive Team the ability to quickly adapt the communication strategy to meet business strategy requirements.



"The solution design maps out how we can align our business requirements to contact centre technology"

Chief Operating Officer
Broadcast Company

DESIGN SERVICE FOR BROADCAST COMPANY



FOCUS

The Touchbase DISCOVER engagement prioritised suggested investment based on speed of return, complexity and interoperability requirements. This DESIGN engagement followed on from these recommendations to design a solution involving specific technologies to deliver on the phased approach seamlessly and with minimal business risk.

PHASE 1

- Network Enhancements – Physical construction and upgrades to support the move from legacy TDM based technology to unified communications.
- Cisco Unified Communications Manager (CUCM) Expansion – Leverage the already installed CUCM currently being used outside of the Contact Centre to include the entire organisation
- Call Blending and Legacy PABX Replacement – Comprising of elements from the Cisco Unified Communications (UC), Cisco Unified Contact Centre Enterprise (UCCE), and Cisco Unified Customer Voice Portal (CVP) product sets; Match and supersede the functionality currently provided by the legacy ACD and other associated systems to allow call blending (inbound and outbound) within a Computer Telephony Integrated (CTI) enabled desktop.
- Replace current call logging with IP based call recording and management solution

PHASE 2

- Multi-Channel Blending – This will include the Web and Email elements of the Cisco Interaction Manager (CIM) product set to enable the Broadcast Company to develop new contact interactions through their website and/ or email system

PHASE 3

- Enhanced Computer Telephony Integration – Using customer information and profiling to make intelligent data routing decisions and also to use UCCE to pass data between agents on transfer calls. Integrate this with the corporate systems. Develop a Contact Management Strategy comprising of routing script enhancements, data integration and multi-channel contact handling

PHASE 4

- Migrate Applications – Migrate IVR and Voice Portal applications to the new Customer Voice Portal environment.

Touchbase's heritage in communications generally and customer contact specifically, led the Broadcast Company to entrust them with this extremely complex project. This experience was applied throughout the DESIGN engagement to align the business objectives and required outcomes with technology which would meet every expectation.

"The knowledge of the Touchbase Design specialists has proved invaluable"

Chief Information Officer
Broadcast Company

THE METHOD

Customer service is at the centre of the Broadcast Company's business and the DESIGN engagement focused on this fact; the company had to keep up the level of service to their customers during the implementation, retaining all essential functions that their existing system was able to deliver, whilst delivering significant improvement from the new technology. Key performance metrics for Phase 1 were identified during the DESIGN engagement to decrease average handling time, call abandonment rate, repeat callers and transfer rate.

A key part of the design requirement was to give remote workers easy access to central applications whilst allowing for continued organisational growth.

DESIGN Concept

To meet the productivity and efficiency outcomes agreed upon during the DISCOVER engagement, the design mapped specific technologies to each phase –

FOUNDATION

- Call Blending and Legacy PABX Replacement
- Update network infrastructure to support Cisco IP Telephony
- Replace all legacy handsets with Cisco 7961s and/or IP Communicator softphones

CUSTOMER CONTACT

- Call steering and routing via Cisco UCCE and CVP systems
- Basic CTI via macro based integration with corporate systems (demonstrate sample CTI applications)
- Multi-Channel Blending
- Install Cisco Unified Email Contact Integration Manager and Cisco Unified Web Contact Integration Manager (CIM)
- Redevelop portal applications to work with CIM
- Redevelop applications to make use of "Click-to-Dial"
- Configure routing of Multi-Channels for first two departments
- Develop CIM for other departments
- Outbound dialler
- Enhanced Computer Telephony Integration
- Provide Intelligent Routing and Customer Profiling
- Provide Enhanced CTI (two scenarios available to choose from)
- Call recording and quality management solution

BUSINESS INTELLIGENCE

- Custom feeds into central data warehouse

Integration with:

- Existing 3rd party systems (Periphonics, Nuance, NICE, QMC)
- Existing IVR and Voice Portal applications
- Existing Nuance NVP and associated applications

The Broadcast Company had recently moved from a normal telephony carrier to a SIP based IP carrier. This allows the system to grow without having to re-implement every couple of years. This starting point offered huge potential for the Touchbase DESIGN Team to embed the benefits of this into the overall solution. In addition, the existing customer management and financial management applications were worked into the design to provide a seamless environment for the users and a radically improved experience for the customer.

DESIGN Calculate

Touchbase demonstrated the technology concepts to the Executive Team to ensure their alignment with the business and what they were trying to achieve. This extremely valuable session allowed Touchbase to fully tailor the end user experience through aligning it more and more tightly to the way in which the business operates.

ESTIMATED ROI OF THE DESIGNED COMMUNICATION ENVIRONMENT OVER 5 YEARS

153%

TECHNOLOGY

The technology, and services to deliver and optimise it, will see the Broadcast Company operating a world-leading communication environment across its two Asia Pacific corporate locations and its Contact Centre. Although technically complex the system has been designed to enable simple collaboration by the end users and customers to drive a better experience for the people and customers whilst delivering higher profitability.



FOUNDATION	BUSINESS INTELLIGENCE	CUSTOMER CONTACT	Integration with:
Switching & Routing <ul style="list-style-type: none"> • Cisco Catalyst 6500 • Cisco Catalyst 4500 • Cisco Catalyst 3560 • Cisco VXML Gateways • Cisco Ingress Gateways • Cisco Voice Firewalls • Cisco Content Services Switches • Cisco Analogue Voice Gateways 	Advanced Reporting <ul style="list-style-type: none"> • Cisco Operations Manager • Cisco Service Monitor 	Interaction Management <ul style="list-style-type: none"> • Cisco Voice Portal for 480 users • Cisco Unified Contact Centre Express (Inbound for 390 users, Outbound for 90) • Cisco Unified Email Contact Integration Manager (for 20 users) • Cisco Unified Web Contact Integration Manager (for 50 users) • Cisco Agent Desktop • Cisco Outbound Dialler • Verint Quality Management 	<ul style="list-style-type: none"> • Nuance NVP • Nuance Verifier Engine (Biometric Authentication) • Nuance Text-to-Speech Engine • Nuance Openspeech Recognizer Engine • Legacy IVR • Legacy Voice Recording • QMC Wallboards • Legacy Outbound Dialler • Aspect Workforce Management • Corporate Reporting Systems • Corporate Monitoring Systems • Corporate Data Systems
	MOBILITY		
IP Telephony <ul style="list-style-type: none"> • Call Manager 5.0 Server • Cisco IP Phone 7961 for 260 users 	Soft Phones <ul style="list-style-type: none"> • Cisco IP Communicator for 400 agents 		

"It's becoming more difficult to attract and retain good people... and customers. This solution will help us increase the rate at which we gain new people and customers, and ensure both receive the best experience"

Chief Operating Officer, Broadcast Company

PRINCIPLES ALIGNED TO THE BROADCAST COMPANY

COVERAGE

Touchbase has locations across Asia, Australasia, Europe and North America and frequently undertakes global projects. Although this service was undertaken in a single region, Touchbase's Asia Pacific team was able to benefit from the global support, experiences and knowledge of its people elsewhere which helped form and give authority to the recommendations.

CAPABILITY

Touchbase has focused since its founding on how to create better business communication for its clients. This gave an unparalleled insight into each area of how the Broadcast Company communicates. The company also benefits from the confidence that Touchbase's recommendations are based not only on solid data but on a proven heritage.

CONSISTENCY

The consistency of the engagement model and its ease and effectiveness was key. The service was undertaken in 12 weeks with speed and flexibility without detracting from the detail. The Broadcast Company was able to benefit from a proven method that is designed to produce results.

CULTURE

The Broadcast Company appreciated the unique culture of the Touchbase Asia Pacific team which reflected the global commitment to the client; making sure their needs and opportunities were utmost and doing anything necessary to achieve these.

CLIENTS

The Broadcast Company recognised the value of a partner that focuses on a specific type of client. This targeted approach allows Touchbase to execute projects quickly and excellently with attention to detail.



DELIVERING COMPETITIVE EDGE

"Ensuring the design was right for such an important project was fundamental. Touchbase excelled in this"

Chief Information Officer,
Broadcast Company

VISION

From 2003 to 2007 the Broadcast Company took over 10% of the annual cost of its business communication out while at the same time as growing its television subscriber base by more than 60%. If they hadn't reengineered business processes and introduced self-service in 2004 the Broadcast Company estimates that its communication costs would have been double its actual spend throughout 2003-2007. The Broadcast Company hasn't let up on this innovation drive, this achievement proving technology must be aligned with business strategy. With the design now in place for this transformational phased solution, improving even more on past achievements, the company can continue to focus on increasing customer satisfaction and differentiation through exceptional service in the market and deliver significant savings with this.

EXPERIENCE

The Broadcast Company has a unique and impressive culture that differentiates their customer contact. The company is constantly refining management methods and processes to give their people the tools to deliver a positive experience to the customer. The Broadcast Company believes that its agents want to come to work each day and do a good job for the customer – it is the responsibility of the company to enable them to do this. Touchbase has made this possible through the technology's ease of use for both the agents and the customers. By giving the customers more flexibility in methods of contact with company and making this contact quicker and more effective, the customer's experience will be greatly enhanced.

INTELLIGENCE

Phase two of the solution has been designed to deliver significant productivity and efficiency benefits through intelligent ways of working. An example of this is the design to change the way transactions happen. Calls can be moved from person to person retaining all details of the customer's history. Not only will this provide time savings but also negate any possible frustration of either the agent or the customer – this will be the case not just in the Contact Centre but also for remote workers and overflow Contact Centres.

CONTROL

Touchbase and its client worked together to break the project into manageable phases that deliver outcomes at each milestone. The design allows the project to be controlled very tightly by the internal Technology Team and Executive team by giving them flexibility to instigate tactical projects as and when needed. The agents also benefit as their business flow is not disrupted in the least. The project will be rolled out in distinct phases where the agent will be fully trained at each milestone ensuring their ongoing confidence in dealing with their customers.

COST

One example of cost savings, identified by Touchbase in the DISCOVER engagement, will come from intelligent routing. This is proposed to deliver an approximated saving of \$2.7m over 5 years. To do this a calculation of the specific technologies that would enable the Broadcast Company to maximise the opportunity on this potential was made within this service.

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