

- IP Telephony
- Contact Centers
- Mobility
- Services

CASE STUDY



E-Services Group Improves Customer Service and Increases Productivity with Avaya Solutions

Challenge:

To keep up with a growing infrastructure to meet the demands of increased agent population and call center activity.

Solution:

- Avaya Media Server S8700
- Avaya Communication Manager
- Avaya Call Center
- Avaya Call Manager System (CMS)

Results:

- Scalability from 300 to 1,700 agents since installation
- Enhanced productivity and reduced labor costs
- 60% reduction in expansion time
- Return on investment well ahead of schedule

As more large U.S. and international corporations entrust Jamaican call center outsourcer e-Services Group with the vital responsibility of speaking with their customers for everything from VCR troubleshooting to verifying health coverage, the underlying telecommunications have taken on greater importance. They have to be sophisticated, flexible and reliable, because the quality of each call is a reflection not only on the company for which the inquiry is being made but also on e-Services group, the organization responsible for making that call as quick, efficient and informative as possible. For this reason e-Services, with operations in Montego Bay and Kingston, turned to Avaya and its renowned IP telephony solutions.

By 2000, e-Services had outgrown its existing infrastructure. Back then, the company had 30 agents and a manageable call volume that enabled it to run off a hosted solution from a sister company in Omaha, Nebraska. However, as the agent population and call activity in Jamaica began to increase, e-Service's management decided to invest in its own technology that would accommodate its ambitious growth forecasts. Working closely with Avaya, the call center selected the S8700 Server IP Connect.

"This solution is particularly well suited to our company and its campus-like environment in which we serve clients from multiple buildings," said David Fullwood, e-Services Group Technology Director. "Plus we wanted a solution that would grow with us, and that was Avaya."

Since implementing the solution in 2001, e-Services has benefited greatly. Originally installed to support up to 300 customer services representatives, the S8700 is now speeding calls to 1,700 agents, confirming the technology's impressive scalability. The heightened call flow has enabled the call center to have a return on investment ahead of schedule. From recording revenues of \$100,000 a month, the company is now generating that figure in just a single day. Contributing to this improvement is the technology's ability to enhance productivity and quicken processes making them more

intelligent. Consider, for instance, the concept of skill-based routing. E-Services can now send two different types of calls to the same agent rather than, as it had with the old IT architecture, dividing the calls between separate representatives. This produces considerable labor-cost savings to the company while its employees enjoy the greater job satisfaction that comes from being trained in multiple products and assuming more responsibility.

Similarly, e-Services Group is much more nimble when it comes to adding agents, having cut by approximately 60% the time needed to bring new "seats" on line. No longer needing to shut down its systems to make modifications, the company's newfound agility enables it to expand rapidly and book the corresponding revenues.

On the back end, Avaya's S8700 permits e-Services to produce service-level reports virtually on demand. Clients can receive up-to-the-moment call-volume patterns based on day, time and specific products and promotions, information that helps identify trends and potential issues needing attention.

Going forward, e-Services knows that with open technology anchoring the company's telecommunications infrastructure, future capabilities can be incorporated easily.

One of Avaya's signature characteristics is its ability to bridge existing systems with new ones. This is why the contact center is considering adding Avaya's email and web chat solutions as well as its Virtual Call Center offering, which would enable remote agents to work seamlessly in the same call center configuration. New IP applications that capitalize on the convergence of voice and data would give e-Services to pass on to its customers.

It's no wonder, then, that when Mr. Fullwood is speaking to potential new clients, the word Avaya serves to add further luster to the call center's credentials: "The question usually comes up if we're technology savvy and have the sophistication to handle the business, and customers are usually heartened to hear that we're using the latest Avaya technologies," he said.

ABOUT E-SERVICES

e-Services Group International is one of the world's leading providers of innovative and lower cost offshore call center and BPO solutions. With operations in Montego Bay and Kingston, Jamaica, e-Services currently processes over 20,000,000 transactions annually for a growing list of major US and international clients. For more information, visit www.e-servicesgroup.com