



BUSINESS OUTCOMES DELIVERED AS REVOLUTIONARY FIVE YEAR CONTACT CENTRE DELIVERY CONTINUES

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.

Prior to DELIVER Touchbase had carried out a 12-week DISCOVER and a subsequent DESIGN engagement. This revolutionary contact centre is the first fully IP based deployed in Asia Pacific and one of the few across the world. Due to this the implementation challenged both

the Broadcast Company and Touchbase but the rewards now being seen have justified the innovative approach.

The implementation of the system is a 5 year project. At the time of writing Phase 1 is complete (laying the foundation for the subsequent 3 phases which will bring even more benefits to The Broadcast Company) with Phase 2 underway and already delivering positive impact for those enabled by the technology.



"We are seeing significant improvements across the previously identified metrics. Importantly the customer satisfaction is up and the costs are going down"

Chief Operating Officer, Broadcast Company

DELIVER SERVICE FOR THE



FOCUS

Business continuity was essential for the Broadcast Company during the implementation for Phase 1 and 2 and will continue to be for completing Phases 2, 3 and 4. The cutover from an legacy environment to a Cisco IP one was completed with no disruption to business. Since that moment the efficiency and effectiveness of the Broadcast Company's communication with its customers has been significantly improving.

SPECIFIC IMPACTS OF PHASE 1 & PHASE 2

Technical Operations

- Stability of Nuance Voice Platform (NVP) has increased with the implementation of Cisco SIP gateways and improved call control by CVP
- The set up of an overflow contact centre took just 3 weeks
- Overflow contact centre set up was much less expensive and requires minimal hardware on site (one gateway).

Contact Centre Metrics

- Average Handle Time (AHT) for calls down by 10-15 seconds.
- Transfers reduced due to changes to routing. AHT associated with transfers reduced by 12 seconds

Contact Centre Management

- 3-5 seconds saved on each real-time communication (through CAD) between supervisors, agents and groups
- Dynamic skill allocation is allowing fine tuning of centre performance in real time.
- Reduction in the number of skills groups has reduced the pressure on the P&O team
- Agent and team statistics available to supervisor in real time allowing faster decision making
- Flow between DISCOVER, DESIGN and into DELIVER has enabled fully documented infrastructure and call flows
- Quality Management is simpler and more flexible

Email

- EIM deployment has reduced correspondence effort by around 20%

Dialler

- Dialler applications are now easier to set up and faster to deploy
- Integrated outbound dialler improves agent statistics accuracy
- Outbound Manager (purpose built by Touchbase) offers faster deployment of new outbound initiatives

"Touchbase has consistently achieved project milestones and has successfully transitioned our company to the new communication environment"

Chief Information Officer,
Broadcast Company

A test to the system was given in August 2007 when there was a problem with a satellite impacting viewer's television reception. The call volume rocketed and the system had to handle 2-3 times more volume than usual. The old system would not have coped but the new solid technology foundation handled it with no issues, there was no need to hang up on customers and business continued as usual.

THE METHOD

This solution includes the first Cisco Unified Customer Voice Portal implementation in Asia Pacific. This initially proved a challenge as it needed to be integrated into Nuance Voice Portal but now that this has been achieved it is being hailed a success across the Broadcast Company and the wider marketplace. To ensure the sound implementation of the communication environment Touchbase employed the following method:

DELIVER Define

For a five year project it is essential that planning is meticulous and controlled tightly –

- 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

A detailed design pinpointed the function and value of each single piece of equipment 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 deployment the elements of the system were built, configured and tested to align the physical infrastructure to the project goals –

- 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
- By installing all hardware, testing this and loading all licensed software
- By configuring and customising the solution and testing this

DELIVER Deploy

The solution came together into a fully operating communication environment, ready to start delivering business outcomes –

- By ensuring the operational staff were comprehensively trained on administrative and operational tasks
- User acceptance testing

TECHNOLOGY

The following technology, now implemented and managed through the OPTIMISE service, gives the Broadcast Company a unified communication platform onto which future applications can be deployed easily to suit business strategy, and tactical needs and opportunities.



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 Workflow Management • Corporate Reporting Systems • Corporate Monitoring Systems • Corporate Data Systems
IP Telephony <ul style="list-style-type: none"> • Call Manager 5.0 Server • Cisco IP Phone 7961 for 260 users 	MOBILITY <ul style="list-style-type: none"> • Soft Phones <ul style="list-style-type: none"> • Cisco IP Communicator for 400 agents 		

"Touchbase is continuing to deploy this complex solution professionally and with the flexibility that our business requires"

Chief Information 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 Cisco Master Unified Communication accreditation, a necessity for such a complex implementation. Seventeen years experience specialising in business communication has enabled Touchbase to provide a complex solution focused on simple user operation; the pinnacle of customer contact technology.

CONSISTENCY

The consistency of the engagement model and its ease and effectiveness was key. The service is being implemented over 5 years. Throughout this time it is essential there is consistent and fluid approach.

CULTURE

The Broadcast Company appreciates the unique culture of the Touchbase Asia Pacific team which reflects the global commitment to the client; making sure their needs and opportunities are upmost and doing anything necessary to achieve these.

CLIENTS

The Broadcast Company recognises 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

"The outcomes for phases 1 and 2 of the solution, identified prior to deployment, are now starting to have significant positive effect"

Chief Operating Officer,
Broadcast Company

VISION

This solution positions the Broadcast Company strongly as an innovative and leading business. The flexibility of their operation has been greatly enhanced due to this solution's IP basis from the carrier to the agent. They are able to quickly set up alternative working environments (e.g. homeworking or overflow operations) based on either tactical or strategic decisions. As a satellite television company with products also including broadband and mobile products IP communication is very important. Their long term vision revolves around less and less hardware and Touchbase's solution fits very well with this.

EXPERIENCE

The Contact Centre agents are in control of their communication and have clarity through the customised 'screen-pop' – it's not a surprise to them anymore who's on the end of the line. In fact they have a host of information which helps them to be confident and clear with their customers. They benefit too from the clean desktop environment working solely on their computers without the need for a handset. The agents have overwhelmingly supported the new ways of working. Customer experience has improved since the first phases of this project have been implemented. A level of frustration has been taken out as customers have no need to re-provide information every time they speak with an agent. There have been decreases on each communication channel time meaning they can avoid long queues.

INTELLIGENCE

The majority of supervisors had to wait 24 hours to get reports on what was happening with their people. Now each supervisor has real-time data on their desktop for every agent. All managers have real-time view of the whole Contact Centre operation enabling them to make quick decisions in line with strategy. They can also tweak things in the short term to improve performance.

CONTROL

The Broadcast Company is able to balance its resources much better – for example there used to be around seventeen different skill groups and Touchbase has enabled that to be cut back to six groups. Agents don't have to be across groups. This means contact centre can accept calls in a bigger pool of agents without causing a lot of problems. Agents have a view of all information relating to customers that route to them enabling them to make quick and confident decisions and offer the best service. Management control is superior as they have reliable, real-time information at their fingertips and are able to make informed and confident decisions. The Technology Team is able to benefit from a single, fluid system as opposed to the complications of a disparate, legacy system.

COST

One example of cost savings, identified by Touchbase in the DISCOVER engagement, will come from intelligent routing which is proposed to deliver an approximated saving of \$2.7m over 5 years. This is on course to be realised.

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