



g3 telecommunications

Case Study Hi Tech Company



IT Peripherals
Manufacturer
converge 2 sites in
2 different countries
to have 1 virtual call
centre

Case Study

Leveraging your success through our expertise

This company is one of the world's leading manufacturers of peripherals and connectivity solutions for computer and consumer electronics users. With a wide and diverse product range and being a global company, their technical support team needs to be knowledgeable on all products as well multilingual.

The company had a single site for its European call centre based in Northampton, and was finding it increasingly difficult and costly to employ knowledgeable multilingual staff. In addition its European sites ran separate systems with no interoperability between them, e.g. a call from the UK call centre to the NL warehouse would incur international call charges.

The company made a group decision to open another call centre in Amsterdam, NL where finding multilingual staff is not such an arduous task!! The company already had a large distribution centre in Amsterdam and added the contact centre within this site. There was already a wide area network connected to the UK site.

With suitable resource already located in the Amsterdam office, and with available bandwidth in place on the WAN, a solution was required to extend the call centre functionality of the existing system in the UK, out to the Amsterdam office. Also by routing callers through to the correct expert first time, call resolution times will be reduced and customer service would improve.

The company had already made significant investments in Cisco for the WAN and LAN and Avaya for the telephony and therefore needed a solution that would protect their investments.

G3 recommended an upgrade to their existing Cisco LAN and WAN to support voice and provide quality of

service, plus an upgrade to the latest version of Avaya Communication Manager with call centre functionality. The Avaya Communication Manager (ACM) would be deployed at all sites, with S8710 and G650 with Enterprise Survivability Servers (ESS). ESS means that should one contact centre or site go down, the other contact centres would not be effected and still able to seamlessly transfer calls across sites.

Connectivity between sites enables the company to have 1 virtual call centre across separate sites. Calls into the Netherlands call centre could be answered by Dutch speaking British call centre agents in the UK all transparent to the caller. With CTI, the agents could pick up calls appropriate to their skills. As calls are not delivered over the public network the solution would increase efficiency - calls would go to the correct person first time, reducing call queues and passed from one person to the next.

There were already Wireless Access Points in the warehouses; these were not programmed for voice

prioritisation. G3 needed to re-programme the Wireless access points to enable voice for the warehouse staff to use wireless IP handsets.

G3 was the only reseller to propose a solution that was to budget, didn't involve ripping out their entire infrastructure and best suited their requirements. Our skills in voice and data meant that the company just needed to turn to one supplier for the whole implementation. Our solution was special; it delivered everything they needed from one expert, knowledgeable and honest supplier.

G3's recommended solution built on the company's existing investment in the Avaya hardware platforms in the UK and NL to provide a robust and future-proof telephony platform which, will ultimately, expand to serve the company's entire European operation. The solution would centralise applications such as call centre and voicemail, with all licences held centrally in the UK to offer them the flexibility to grow and expand cost effectively.

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“My management team and myself have been very impressed by the skill and professionalism shown by the G3 team. Belkin looks forward to having G3 involved in all its future projects.”

Head of IT

The Solution

The solution we recommended combined first class companies and products to match. G3 rolled out Avaya's S8710 Media Servers and G650 Media Gateways; Primary S8710 Media Servers were located in the UK and a failover S8710 Media Servers was implemented into the Holland site.

Avaya's Communication Manager platform powered by Avaya Communication Manager (ACM) Software delivers a full range of global communications capabilities to help the company meet its goals for increased productivity, customer care, and network efficiency. G3 designed premier voice and data solutions to simplify the company's move to a converged communications network while protecting the investments they had in place.

The existing investment for both the Avaya Si in the UK and the CSi in Holland remained protected. Existing licenses merged into one platform and upgraded to the latest level of ACM software.

The Benefits

The overall results were outstanding; there was an immediate and significant call cost saving as the IP Telephony no longer required call centre agents to dial externally to different countries; it's now just a case of dialling internal extensions. The contact centre teams have been running at a greater efficiency with call going to the right people first time and reducing call queues. The ability to route any call to any contact centre in any country is now in place and providing improved customer service levels.

The warehouse staff can interact with the customer services team more efficiently through their wireless IP phones to improve logistics enquiries.

The IT team has seen huge changes - simplified management across all sites means it's now so much easier to add new users and agents. Before the install IT staff had to be proficient in using 3 or so different systems - now all new users can be added remotely.



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About G3

G3 designs, delivers and maintains converged voice and data networks. G3 uses best of breed technology solutions to develop customers businesses. A leader in the market, G3 delivers reliable and proven IP communication solutions that will enable companies to lower risk, reduce costs and grow revenue.

Focused on both large and small enterprises, G3 really understands the business needs of the customer. As one of the only companies to fully understand and deliver truly converged solutions, G3 has reference sites with many global household names, some of which have been customers of the G3 management team for 16 years!

