CASE STUDY:

VODAFONE

CLIENT PROFILE

Vodafone España is the second largest mobile operator in the country, providing voice and data mobile solutions. It has various customer service centres, via outsourcing, with a large number of positions.

INDUSTRY

TELECOM

www.VODAFONE.es

BUSINESS NEEDS

At the end of 2007 Vodafone saw that to improve its customer service it needed to be able to make fast decisions. It needed a tool that would allow for real time measurement of the parameters in its different contact centers. Based on these measurements it was necessary to create a system that would generate alarms, integrated within the client's existing alarm system, which would activate when certain call model parameters of its call centers were surpassed.

RESULTS

With this system Vodafone now has at its disposal the following benefits:

- **Real time detection of anomalous situations.** With the alarms system it has at its disposal an interface to create alarms that are received through the corporate alarm system, and which will provide real time notification of occasional problems in production, giving it the capacity to manoeuvre the operations team so that they may correct the management of the resources.

- **Extensible.** The system is modular and allows for the addition of new alarm definitions

- **Integrated.** It forms part of the client's environment, as another tool, integrated within its alarm system.

- **Standards.** Standard components have been used in its development.


VODAFONE MOBILE OPERATOR DEVELOPS AN ALARM SYSTEM FOR ITS CONTACT CENTERS.

Due to the company growth, it is necessary to optimize the current way to get in contact with customers. The target is to reduce the process to get in touch with customers and at the same time, improve the agents resources management.

SOLUTION

A communication architecture was initially designed, enabling communication between a server where the core alarm system was located, and the Avaya CMS, so as to feed the alarm system with both real time as well as historical data. To this end, a data model was installed in an Oracle database server and, likewise, a software interface layer was created so that clients could create alarms and establish their parameters. Skill groups were created to define services and centers, so that the alarms could be associated to these items. Finally, the alarm system was implemented within a short time span so that Vodafone could create and establish parameters for alarms that would allow it to detect anomalous situations in its customer service centers: the number of calls in queue exceeds a maximum level, agents are available at one center while calls are in queue in another center with the same profile, the level of service has suddenly fallen, the number of calls exceeds the maximum number, etc...

SOFTWARE & SERVICES
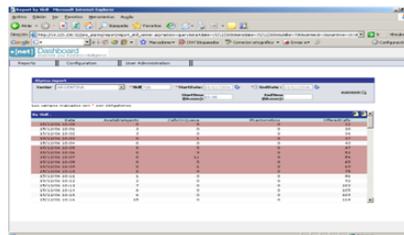
- *Avaya Call Managemen System*
- *PlusNet DashBoard*
- *Reporting Application Development.*
- *Maintenance Service Support.*

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Today, PlusNet Solutions is a leader in the customer communications industry, providing the world's best solutions in Unified Communications, Business Process Management and Analytics.

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