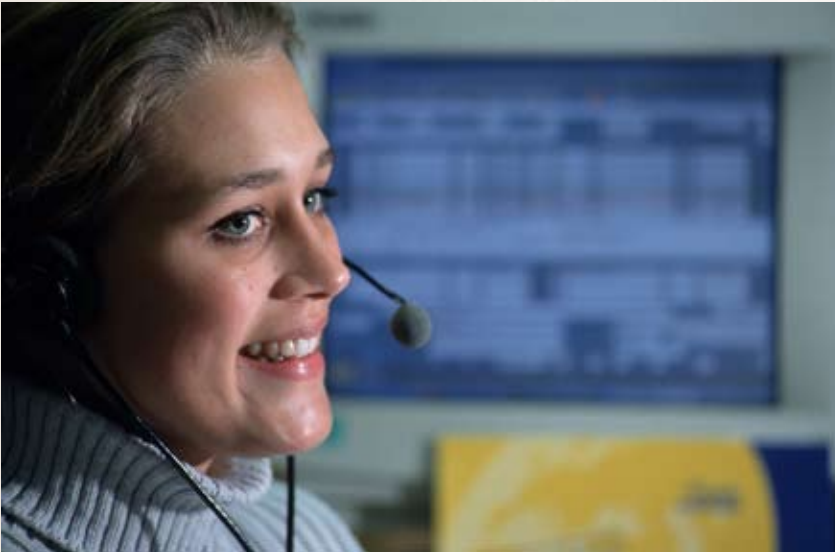




CASE STUDY: Supporting Children and Families Through Contact Center Optimization

ONLINE HELPS A STATE GOVERNMENT DEPARTMENT DO MORE WITH LESS



Our client is a state government department with a mandate to promote the well-being of the state's children and the self-sufficiency of its families. They deliver first-rate child support establishment, collection, and distribution services that help parents meet the financial, medical and emotional needs of their children. With such an important mandate, our client had their hands full. But like many organizations, they were challenged to do more with less.

In each of the state's 58 counties, department divisions operated their own standalone call center operations. As part of a push for efficiencies across the country, the federal government mandated that all of these call centers be consolidated. The call centers were as diverse as the counties that they served - making integration a significant challenge.

OVERVIEW

Challenge

A state government department, responsible for managing over 50 non-integrated call centers, was facing inefficiencies that were draining resources, increasing costs and hindering service levels. Acknowledging similar issues in departments across the country, the federal government mandated the consolidation of call centers within government departments – giving our client the daunting task of integrating a range of very diverse operations.

Solution

Online was engaged to carry out a full-scale integration of the department's call center operations across the state. The result is an advanced call center solution built on an innovative SIP-based framework with an open architecture and VoIP capabilities. This solution not only centralizes our client's call centers, but it gives them a range of advanced capabilities along with new levels of flexibility and scalability.

Benefits

- Increased efficiencies with advanced call center functionality.
- Time savings, cost savings and decreased duplication with a centralized solution.
- Improved service levels with agent desktop capabilities.
- Advanced customer insight with integrated data and centralized reporting.
- Future scalability and flexibility with a standards-based solution.

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SIZE MATTERS

With counties ranging in population from the thousands to the millions, call volume at each call center varied greatly – as did the variety of issues that each handled. In addition, a full range of call center systems was in place. While high traffic centers used relatively advanced systems, some newer than others, the “systems” used by the smaller counties could be as simple as a basic phone. In between, there was a range of incompatible technologies, giving each call center different levels of capability and functionality. There was little common ground on which to build an integrated solution.

The resulting inefficiencies were easy to pinpoint. Duplicate systems required duplicate efforts and costs for system maintenance and management – precisely the kind of inefficiencies that the federal government wanted to eliminate. Inefficiencies also affected the kind of service that the department could provide. And with a mandate that affected the lives of children and families, a reduced quality of service was simply not an option.

LOCAL GUIDES FOR HIRE

Our client needed a robust solution designed with flexibility and growth in mind. Online was chosen to lead the way. The result is a state-of-the-art call center that unifies functionality for all counties into one internet-based solution.

Online architected a centralized solution built on a Genesys SIP-based framework - giving the department a single foundation to build on. The time and costs associated with the maintenance and enhancement of multiple systems are eliminated and all counties now have leading edge call center functionality, regardless of their size.

1 IS THE NEW 58

Callers from across the state now call a single toll-free number and are directed through a centralized Interactive Voice Response (IVR) for authentication and routing to the appropriate agent. Agents not only receive calls, but caller information is also sent directly to their desktop, allowing them to take client service to the next level.

Because all calls now flow through the same system, client information can be collected and integrated in a single repository – creating a database of customer insights from across the state that can be accessed with the system’s powerful reporting capabilities. The department now has clear sight lines to ongoing improvements and efficiencies.

ONLINE SERVICES USED

The solution utilized Online’s services in...

- Service Oriented Architecture
- Integration Services
- Contact Center Optimization
- VOIP
- SIP
- Genesys

PARTNER USED

Genesys

Genesys, an Alcatel company, is 100% focused on software for contact centers. Leading companies in the Global 2000 and Fortune 1000 use Genesys to deliver interactions that drive better business. With 3,300 customers in 80 countries, Genesys directs more than 100 million customer interactions every day. Genesys allows enterprises to achieve key business objectives by tying together customer interactions, people and customer information in both traditional telephony and IP environments. For more information, visit www.genesyslab.com.

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The solution also brings VoIP capabilities to the department, allowing them to move all of their voice and data traffic over a single infrastructure. When clients call in, both the call and the relevant data can be routed directly to the appropriate agent's desktop using the VoIP infrastructure. The department no longer needs to maintain separate voice and data hardware – eliminating the costs of duplication. Coupled with call center centralization, this infrastructure also allows for a thin client environment, where functionality for all of the call centers is housed in a central location and each call center only requires agent desktops. Redundant hardware that sits in each county's call center can now be eliminated.

Taking Growth by the Hand

The entire infrastructure was built using a range of open standards, including the cutting edge implementation of a SIP environment. The underlying framework uses a standards-based architecture, creating an open environment that isn't tied to proprietary hardware and that provides improved scalability. The flexibility of the architecture also allows our client to continue leveraging their existing technology until they are ready to take advantage of the system's additional capabilities, such as the thin client environment and VOIP. Full growth control is now in their hands.

Our client has gained the efficiencies that they sought thanks to increased call center functionality and a centralized call center solution. More importantly though, they are also able to provide more consistent and improved client service. While the impact of the solution may officially be measured in efficiencies and cost savings, its lasting legacy will be the department's improved ability to support the children and families of the state.

ABOUT ONLINE BUSINESS SYSTEMS

Over the past 20 years, Online has increased productivity and innovation for our clients through planning, transforming, and managing their IT environments. We achieve this through our people who not only have their finger on the pulse of technology, but also have an astute understanding of how business works. It is the combination of our people, our methodologies, and our culture that enables us to deliver results – without compromise. As a result we are trusted advisors, guiding clients in the Energy, Justice & Public Safety, Financial Services, and Health Care sectors across North America.

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