

TELECOM CALL CENTRE IMPLEMENTATION

CRM DYNAMICS | USE CASE | TELECOM

The client was a wireless telecom provider servicing customers in 20 Caribbean countries through four country hub call centres. They had approximately 1200 call centre reps.

The solution utilized the CRM Dynamics' Case Management application framework to support calls taken by 1200 call centre agents. This provided a process-based interface that replaced 13 internal systems and integrated with a further 43 applications on the desktop (a mix of web and client server applications).

The desktop solution:

- » Integrated with CTI for screen pops and IVR for call routing, queues and information collection
- » Allowed for quick capture of the call reason. Based on the reason AND the client's profile AND the country of origin, the system:
 - Provided direction to the agent on what to do and say
 - Displayed the related internal system for the agent to resolve the client issue
- » Generated detailed metrics for agent productivity and business process improvement analysis. This included relating the agent to the type of call, handle time, and tracking of call-backs.

The solution leveraged the Dynamics CRM platform to provide:

- » Database
- » Security
- » Forms for non-call centre users
- » Queues
- » Workflow
- » Reporting
- » Integration: we integrated with multiple systems within the infrastructure including:
 - Prepaid and Postpaid systems. (There were multiple types of each used across different country zones.)
 - Data Mart
 - Network (cellular network data)
 - Handset hardware
 - Service management

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CRM Architecture Map: The diagram below is a visual representation of the Telecom Call Centre solution.

