



Contact Centre Integration (CCI)

Fully integrated contact centres; one point of entry for customer management



The challenge you face

Your customers are demanding access to you through more channels than ever before. Competitors are offering new levels of service that you have to match or beat. Rapid advances in technology are creating new opportunities that need to be carefully considered. While integrated customer service across an increasing number of channels is essential, you've got to stay clearly focused on reducing operating and service costs, increasing revenues by segmenting high and low value customers, and retaining a loyal, profitable customer base.

The solution we offer

The Dimension Data Contact Centre Integration (CCI) solution integrates disparate technologies and communication channels into a holistic solution to meet your specific business objectives. The CCI solution gives you a base from which to implement world-class customer management strategies, allowing you to see a better return on your investment as well as significant, immediate cost savings.

World-class customer service — with you as the customer

We work with you every step of the way. Using our assessment service, Surveyor, and our solution delivery framework, Primer, we can analyse your IT or business infrastructure and ensure proper implementation of a solution. Together, we'll begin by mapping your comprehensive customer management strategy. We'll help you centralise customer contact management, consolidate points of customer contact, integrate multiple channels, and link all your service centres together, seamlessly. Then we'll help you organise your resources around your customer segments, so that all communications, regardless of where they originated or how they came into your enterprise, are routed centrally and distributed based on customer value, segment or need. This means customers have their specific needs met by the most efficient method, allowing you to optimise the revenue potential or service cost for each customer call. Lastly, through our Operational and Managed Services, we can help you manage and maintain your contact centre's IT environment, ensuring ongoing efficiency, scalability, and reliability.

Case Study

Client

A large financial and insurance institution.

Challenge

The client had closed the majority of its satellite offices and needed to build a contact centre to service these customers. The new contact centre needed to develop an integrated applications platform that could handle existing and future needs. These included receiving a large number of customer calls with high availability and speed at low cost, allowing outbound calling, permitting monitoring, and ensuring 100% systems availability.

Solution

Dimension Data installed and integrated a 700-seat, fully networked and redundant dual-site integrated contact centre. Customised software integrated call centre functions and provided an agent desktop application.

Benefits

The integrated contact centre created a Customer Interaction Solution that intelligently routes and manages customer interactions at a capacity of up to 21,600 calls per hour. The solution has provided centralised MIS (reporting) and enabled the successful implementation of Siebel CRM.

Assessing customer value

Know your customers

Nothing is more important than getting the most out of your customer relationships: they are your business. To do so you must first understand your customers' needs and, along with them, the value each customer has for your organisation. Customer value can be measured in multiple ways: by length of relationship, revenue, the kinds of products they're interested in, and their buying or ownership profile. This knowledge is extremely powerful, as you plan your contact centre strategy, staffing, and IT investments.

Service their needs more profitably

Managing relationships based on customer need and value means making smarter choices. Customer segmentation can drive your investment in services, tools, and technologies that help increase your productivity while still providing customers with convenience and control. High value customers can be provided with personalised service while lower value customers can access the information they need through a variety of self-service tools. Value, return on investment, and enhanced customer relationships are at the heart of Dimension Data's CCI solution.



The service challenge

Identify the issues

You face quite a challenge each day. Customers, regardless of their value to you, expect better service, require access that is convenient to them, and demand new contact channels. What does this increased level of service mean for your organisation? To begin with, additional agents mean increased personnel costs, which are likely to encompass the largest percentage of ongoing contact centre operating costs. The investments you've made in technology may take time to amortise, making it difficult to justify additional expenditures. As separate channels for customer communication are handled by various parts of your organisation, your customers' experience may be inconsistent. And most important, as you add new contact channels you have to ensure that no customer query or request goes unanswered.

Integrate to resolve them

A fully integrated contact centre is the solution. Multiple points of customer contact can be coordinated and managed to create ease and value for the customer and your organisation simultaneously. Traditional call centre functions can be integrated with new electronic and wireless contact channels including voice, e-mail, Web, fax, kiosk, paper-based mail, and wireless communications. Customers can choose their preferred method of entry and you can direct each call according to need, value, and other customised business rules that apply to your specific business goals and objectives.

Simple, flexible, customised solutions

Although our CCI solution is based on simple and fundamental principles, each implementation is custom built to take the complexities of your enterprise into consideration. Projects range from a single IVR implementation to the challenges of integrating a complex contact centre into CRM front-office applications. To understand the full depth and breadth of Dimension Data's capabilities in this area, it's helpful to consider the architecture of an integrated contact centre.



Individual tools enable your organisation to offer even more options to your customers, and gain more operation efficiency at the same time.

- ▲ SIP enabled IP Voice Gateways, Private Branch Exchanges (PBXs) and Automatic Call Distributors (ACDs) connect your enterprise to telephony networks.
- ▲ Universal queues consolidate inbound and outbound contacts from multiple channels into a single queue that allows centralised skills and customer value-based routing.
- ▲ Fax and media servers allow electronic messages to be routed in and out of the centre, providing connections to Short Message Service (SMS) type services.
- ▲ E-mail Routing and Management Systems (ERMS) receive e-mails from the mail server and process them based on the rules you have specified.
- ▲ Voice logging provides recording solutions that allow you to review calls, grade performance, and implement improvements.
- ▲ Internet Suites integrate your contact centre into Web applications and service portals, enabling call back, i-chat, collaborative browsing, and "meet me" browsing.
- ▲ Predictive dialers automatically set up and connect calls to available personnel, and are especially useful in call blending where agents handle both inbound and outbound calls.
- ▲ Interactive Voice Response (IVR) systems provide telephony-based self service and form the basis for developing speech applications and portals.



There are four main elements in integrated contact centre architecture:

The Customer

Interaction begins when the customer initiates a contact. It could be via phone, fax or e-mail, interactive chat (i-chat), or a kiosk at a remote location. He or she has a question or wishes to place an order or initiate a sales visit. A quick and appropriate response is pivotal.

Channel Modules

The customer's request (an event) is logged and managed. Multimedia management is at the heart of the CCI solution. A business rule engine takes care of routing and queuing the event to the correct destination. That's the first module. The second module, administration, gives you the power to make day-to-day changes based on the dynamics of your organisation. You can alter routing of events based on staffing changes, alterations to your business rules, or any of a thousand factors unique to your business. The final channel module, reporting, gives you and your management team complete information on each and every call or contact logged by the system

Service

The customer is successfully serviced, either by a live agent or by a customer self-service application. Again, you determine how each type of customer should be handled, ensuring that the highest value customers receive high-touch service, while those whose relationship with your enterprise is more cursory are handled efficiently and effectively—satisfying them and deepening the relationship—without unnecessary and expensive hand-holding.

Integration

A seamless and well-deployed contact centre is an invaluable resource for your entire enterprise. Information held within your centre can be blended with intelligence gathered by your marketing and operational systems, providing you with a comprehensive overview of your customers.

Tangible benefits make a measurable difference

The Dimension Data CCI solution will reduce your costs, increase your efficiency and productivity, improve the level of service your customers receive and, in doing so, enhance your retention of those customers as you increase their individual and collective value to your company. It's a big promise, but one we can make because we've delivered it time and time again. This consistency is assured by our Primer solution delivery methodology and our commitment to achieving return on investment.

Internally, the end result of a CCI solution will improve your staff morale and strengthen your brand value. How? Giving your people the tools they need will ensure that they deal with happier, more satisfied customers every day, increasing their pride in the work that they do and in the company as a whole. Happier employees and more satisfied customers always translate to a healthier bottom line.

Deliver rapid improvement

We can deliver for you. For more than two decades we've been advising, operating, building, and integrating call and contact centres. We have the leading technology skills, coupled with a deep understanding of individual business contexts and an international team of call centre experts—more than 475 at the last count. We work only with best-of-breed technology partners, including Genesys, Avaya, NICE, and Cisco. With strong client relationships, superior technology, years of experience, and a highly skilled staff, we can craft a solution that meets your business objectives and your customer needs.



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