

## UK's leading hotel booking company chooses 4Net for Virtual Contact Centre



### Challenge:

To improve customer service and agent productivity, Expotel needed to integrate their 4 disparate call centres into a single "Virtual Contact Centre" that would also support home agents, enabling callers to be answered quickly and efficiently by the correct agent regardless of geographic location. The solution also needed to incorporate the relocation of Expotel's head office.

### Solution:

Expotel chose 4Net Technologies to design an IP Contact Centre based on Avaya Communication Manager (ACM), to be integrated into a new MPLS Wide Area Network. The solution involved migrating Expotel's legacy Avaya Definity systems into a single IP based Communication Manager, managed from the central location. The new system was implemented for 750 users and 400 agents across 4 sites, including the relocation of the head office, within a 3 month window. Within the new head office, 4Net also designed and implemented a new Local Area Network and Wireless Network to support IP Telephony and Wireless IP telephony

### Benefits:

- **Improved competitive advantage** for Expotel by providing the ability for agents to work from home, whilst still being managed centrally.
- **Enhanced customer service and improved agent productivity** by matching the call to the correctly skilled agent regardless of geography.
- **Central management** of all agents from single platform, improving reporting capabilities and reducing management time.
- **Reduced cost and enhanced functionality** of additional application such as Call Recording and IVR.

Expotel is recognised as the UK's leading independent hotel reservation, business travel and event management agency, operating across 4 sites in the UK.

Expotel's award winning technology team believes that an innovative, forward thinking strategy must be their primary business driver and will be the future of their client's success. By investing in client driven IT services, and providing the very best in quality management in their call centres, Expotel excels in providing the best solutions for both current and prospective customers.

### The Challenge

Expotel had been operating with 4 separate call centres based on Avaya Definity systems which had been in place since 1992, and whilst these systems still worked perfectly, the direction the company was taking in terms of aggressive expansion in both the UK and Europe demanded improvements to customer service and flexibility. In particular, there was a need to route a call quickly to the correctly skilled agent regardless of geographic location, including their home. Also the effective handling of e-mails was starting to become an issue and the implementation of new applications such as Call Recording and IVR was cumbersome and expensive on the legacy platforms.

The recent implementation of a new MPLS Wide Area Network meant that the infrastructure was capable of supporting voice calls, but the challenge remained to design and implement a new "Virtual Contact Centre" to meet Expotel's expansive requirements.

In addition Expotel were also relocating their London head office and required this to be seamlessly integrated into the project along with the installation of a new high performance network infrastructure.



### The Solution

Expotel called in 4Net to discuss ways to improve their systems and to provide the required enhancements to customer service and flexibility. 4Net worked closely with the Expotel technical team to design a migration from the legacy Avaya Definity systems to a single "Virtual" IP based contact centre and telephony platform, providing a centrally managed single system across all sites and homeworkers. In addition, by delivering this project in a phased approach, it allowed a seamless relocation of 200 people in the head office, with no disruption to service.

### IP Contact Centre

Through a consultative process, 4Net collated all the relevant information required from the four disparate sites and designed a migration from the Avaya Definity systems to a single Virtual IP Contact Centre, based on the Avaya Communication Manager (ACM) platform, whereby incoming calls can be routed to an agent with the correct skill level regardless of their geographic location, including homeworking agents. An incoming call into any of Expotel's sites is routed using Voice over IP to the correct agent using a number of deciding factors including an agent's skill level, the available resource, expected wait time and time of day. These calls and all the agents are then managed by a single Avaya Call Management System (CMS) server which can be accessed by supervisors from any location.

The new ACM platform also provides for new applications such as Call Recording, IVR and Multi-Media Call Blending to be implemented simply and cost effectively, via a single server solution across all sites and agents.

### New Corporate Head Office

As part of the solution, 4Net were also asked to seamlessly integrate the relocation of Expotel's London Head Office for 200 staff into the project plan.

Through a phased approach and diligent planning, 4Net brought the old head office systems onto the new ACM platform to maintain functionality, whilst installing a new IP telephony gateway, high performance LAN and Wireless Network into the new office to allow a seamless transfer of staff, with final

migration taking place over a single weekend. This phased approach mitigated any risks and allowed all the new systems to be comprehensively tested in advance.

### The Benefits

Whilst significant investment was required to deliver the new IP system, based on Avaya Communication Manager 3, 4Net demonstrated that this investment would be recovered within the first 2 years of service in reduced costs alone. The productivity and efficiency gains in improving the system to provide such functions as centralised call centre management, sharing skills between and across sites and allowing flexible working conditions such as home working for valued staff are less tangible but are recognised as even more valuable.

### About 4Net Technologies

4Net Technologies is a leading provider of Contact Centre and Convergence Solutions, Consultancy, Professional Services and Support.

With a head office in the North West, 4Net employ the best people in the industry to provide the highest level of technical expertise and customer care based around the Design, Implementation, and Support of Converged Networks, IP telephony Networks, Contact Centres and the integration with legacy systems, throughout the UK.

4Net partner with global leaders, such as Avaya, Cisco, Alcatel-Lucent, Witness and NICE to deliver World Class solutions.

Visit [www.4net-technologies.co.uk](http://www.4net-technologies.co.uk) for more information.