Service Provider Differentiates Managed Contact Center Service

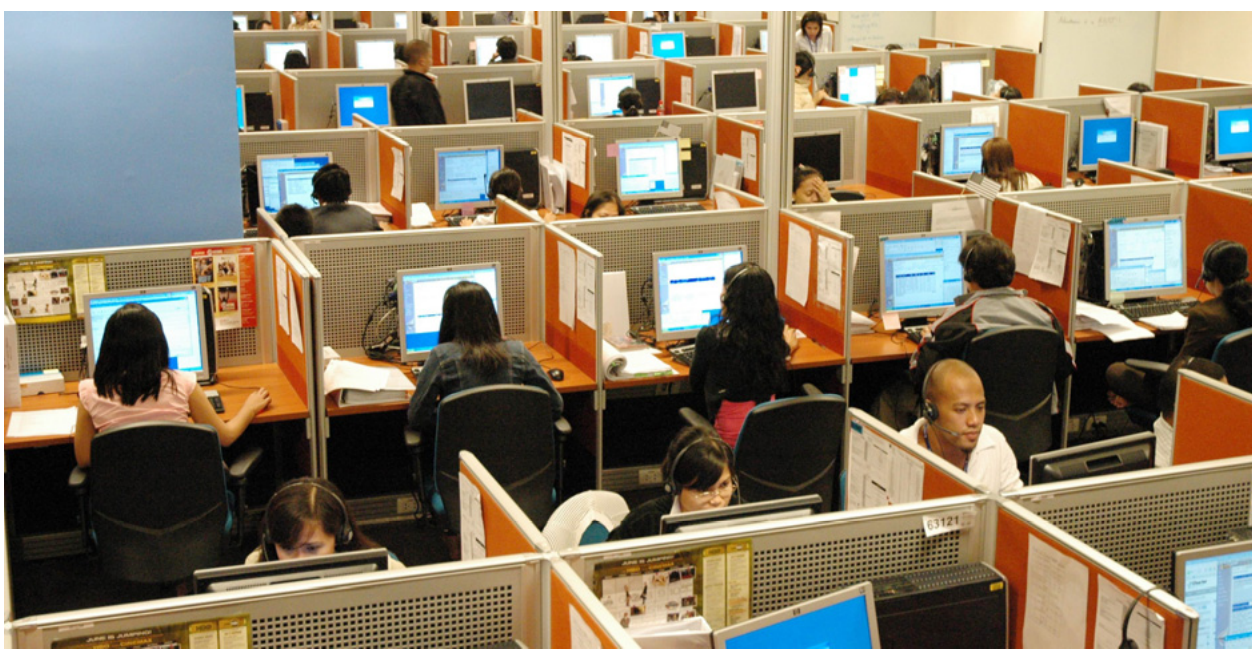
TeleTech consolidated its customers' contact center environments, reducing costs and improving the customer experience.

EXECUTIVE SUMMARY
TELETECH HOLDINGS, INC • Global Business Process Outsourcer and Managed Service Provider • Englewood, Colorado • 48,000 global employees
CHALLENGE • Reduce total cost of ownership of managed contact center platform • Improve customer satisfaction • Gain competitive advantage
SOLUTION • Deployed Cisco Contact Center Enterprise and Cisco Unified Customer Voice portal to meet multiple customers' needs with a single platform
RESULTS • Reduced contact center telecommunications costs by 20 percent • Reduced launch time for new contact center from 45 to 14 days • Reduced average handle time for largest client by 20 seconds

Challenge

TeleTech is a leading global business process outsourcing company offering a broad range of services to help clients improve their customers' experience, expand their strategic capabilities, and increase operating efficiencies. The company has its headquarters in Englewood, Colorado and employs more than 48,000 people in 77 offices in 17 countries.

In 2004, TeleTech began offering the OnDemand Hosted Contact Center Service, the industry's first enterprise-class, hosted service for global contact center interactions. The managed service is designed for businesses that want to interact with their customers using voice, interactive voice response (IVR), or web chat, without the expense of a premise-based solution. Common reasons that customers outsource some or all of their contact center operations to TeleTech include: Leveraging TeleTech's industry-leading technology avoiding costs for hardware and software; expertise in recruiting, hiring and training of skilled associates; the company's expansive global footprint; the company's ability to provide 24-hour contact center support from onshore, offshore and near-shore locations; temporarily increasing capacity for promotions or seasonal demand; and adding new customer-interaction channels, such as IVR or web chat, without capital expense.



"Our clients choose TeleTech because of our industry-leading contact center technology and our long history of providing operational excellence " says Michael Ringman, vice president of global technology, TeleTech. The company received **Customer Interaction Solutions** magazine's 2005 IP Contact Center Technology Pioneer Award and was judged the "Best of the Best" in IP contact center technology.

TeleTech and its clients collaborate on the best contact center platform based on business needs. For example, one client, a major telecommunications provider, had seven different contact center locations in the United States and Canada, each with its own Automated Call Distributor (ACD). Callers could only be placed in queue for one location, which meant that an available associate in one location could not take a call from a customer waiting in a queue for another location. Having separate ACDs with different reporting metrics also made it difficult to get an overall view of the customer experience. "To improve its customers' experience, our client wanted to be able to route any type of call to any associate in any site and to consolidate all sites' performance metrics," says Ringman.

Solution

TeleTech offers its clients a single platform, Cisco® Unified Contact Center Enterprise integrated with Cisco Unified Customer Voice Portal (CVP), to meet a wide range of business requirements "We use a centralized Cisco contact center architecture because it reduces total cost of ownership, enables flexible call distribution to any location, and works with our clients' existing Cisco contact center peripheral gateways," says Todd Stott, senior director of IP converged communications, TeleTech.

TeleTech, Cisco, and SpanLink, a Cisco Authorized Technology Provider partner, deployed a fully redundant solution in two TeleTech data centers in the United States. Some clients use Cisco Unified CVP to prompt their customers to indicate the nature of their request using IVR. Cisco Unified CVP holds the calls on a local gateway until an appropriate associate is available in any of TeleTech's global contact center locations in the United States, Canada, Mexico, and the Philippines. When an associate is available, the call is routed over the IP network to the associate, along with the information the customer provided to the IVR system.

TeleTech's associates use Cisco Agent Desktop to answer, hold, and transfer calls and conference in other experts if needed. Supervisors can monitor and coach associates, which helps to improve associate performance and job satisfaction. Using the built-in reporting features in Cisco Unified Contact Center Enterprise, TeleTech can bill the customer based on its usage of IVR and other solution components.

> "With Cisco Unified Contact Center Enterprise, our technology is an enabler rather than a roadblock for scaling to meet demand."
> **—Michael Ringman, Vice President of Information Technology, TeleTech**

Results

The Cisco Unified Contact Center solution benefits TeleTech as well as its clients.

Lower Costs

"Our yearly costs for telecommunications and associates have decreased by 20 percent with the Cisco solution," says Ringman. Factors contributing to lower cost of ownership include:

- Reduced bandwidth costs: Holding calls locally, even while placing them in a global queue, reduces bandwidth costs because calls are signaled instead of transported.
- Scalability: Adding sites or regions is significantly less expensive because TeleTech can choose the right-size Cisco gateway for the current volume and increase the number of ports when needed.
- Lower IT costs: Using a single-vendor solution for both IVR and inbound and outbound routing reduces the codec changes and other IT activities that often are required to deploy a contact center for a new customer.
- Consolidation: Consolidating from multiple ACDs to one Cisco Unified Contact Center system reduced capital expense.

Increased Flexibility

The consolidated contact center environment enables TeleTech to quickly increase capacity for holidays and other high-volume calling times. "With Cisco Unified Contact Center Enterprise, our technology is an enabler for scaling to meet demand," Ringman says.

TeleTech worked with its telecommunications service provider client to enable outbound calling from the same locations that handle inbound calling.

Simplified Management

Managing Cisco Unified Contact Center Enterprise instead of multiple ACDs simplifies capacity planning and reduces management time and costs. "The new platform is more stable for our customer, because we are managing a single environment," says Stott.

"With distributed ACDs [automatic call distributors], a typical new client launch takes 30 to 45 days. With the consolidated Cisco Unified Contact Center platform, we can complete a launch in 7 to 14 days, four times faster. This gives us a time-to-market advantage."
—Todd Stott, Senior Director of IP Converged Communications, TeleTech

More Efficient Training

To train its global trainers and at-home associates, TeleTech uses Cisco Unified MeetingPlace® and Cisco Unified Video Conferencing for interactive instruction combining voice, video, and web collaboration. "We've used Cisco Unified MeetingPlace to virtually interview, hire, and train over 2000 work-at-home associates," Ringman says. The company can train up to 400 people at the same time, in virtual classrooms.

Faster Time to Market

The ability to set up a new contact center quickly is a competitive advantage for TeleTech, particularly when clients have a short period of time to promote an item, such as before a holiday or the beginning of a new school term. "With distributed ACDs, a typical new client launch takes 30 to 45 days," says Stott. "With the consolidated Cisco Unified Contact Center platform, we can complete a launch in 7 to 14 days, four times faster. This gives us a time-to-market advantage."

High Customer Satisfaction

"Our managed contact center service clients like the fact that they have more flexibility in where and how they answer their customers' calls," says Ringman. After TeleTech deployed Cisco Desktop Agent, average handle time decreased by 20 seconds.

"Compared to other contact center platforms, Cisco Unified Contact Center Enterprise gives us a competitive advantage because of its open architecture, flexibility, and service differentiation," says Ringman. "We can help our clients to put their customers first by delivering whatever capabilities they need: IVR, ACD, or click to chat."

For More Information

To find out more about Cisco Unified Communications go to: http://www.cisco.com/go/unifiedcommunications.

To share best practices and unfiltered perspectives, engage with customers and other experts on the Collaboration Community from Cisco at www.cisco.com/go/joinconversation.

PRODUCT LIST

- Cisco Unified Communications Manager
- Cisco Unified IP Phones
- Cisco Unified Contact Center Enterprise
- Cisco Agent Desktop
- Cisco Unified Customer Voice Portal
- Cisco IP Interactive Voice Response
- Cisco Unified Intelligence Suite
- Cisco Outbound Option
- Cisco Unified MeetingPlace

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