

## MicroAutomation Implements 24-7 Contact Center Solution for Leading Contact Center Outsourcer

### THE CHALLENGES

A major contact center outsourcing company provides Business Process Outsourcing for industry leading corporations including such mission-critical services as: catalog order taking; fulfillment of orders; in-bound telesales; technical support for customers; cross-selling; up-selling; and customer service. As a result this company never closes and its systems must be operational at all times.

This outsourcing company offers its services throughout the world with centers in 55 locations and 14 countries in North America, Latin America, Europe, Asia and Africa. It handles, records and manages nearly 300,000,000 interactions per year on behalf of its clients.

To support its growth, operate more efficiently and accurately, and improve its clients' customer experience, this company needed a sophisticated, scalable and flexible Computer Telephone Integration (CTI) solution. After researching a number of companies, they chose MicroAutomation to integrate the solution to meet the full range of client requirements for 2000 simultaneous contact center representatives located throughout the US: in Buffalo, NY, Huntington WV, Oakridge, TN, Asheville, NC, Kingstree, SC and two Canadian Offices in St. John's, and Bathurst, New Brunswick.

*"MicroAutomation excels at integrating a variety of database, telecommunications and interactive voice response systems into a cohesive whole solution in our complex and distributed environment. They have consistently met and exceeded our high demands and standards. Perhaps most important is their ongoing technical support, the quality of their work and professional responsiveness, to make sure we get what we need when we need it, and at a very reasonable cost."*

*– Project Manager  
Major Outsourcing Company*

Flexibility of the contact center solution was paramount because this company provides a wide range of Business Process Outsourcing services to industries as diverse as financial services, retail and consumer products, information technology, software and electronics, telecom, and Internet Service Providers.

In order to be successful, it is important that they demonstrate measurable improvements in agent productivity, client satisfaction and the cost of operations. If productivity or customer satisfaction does not increase, their clients will be tempted to establish their own contact center solution or seek a competitor to better meet their needs. It is also critical that the cost of all contact center operations be kept low so there is no economic incentive to consider alternatives.

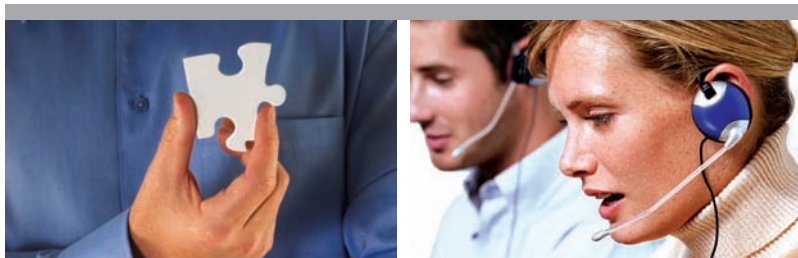
The success of inbound or outbound communication hinges in large part on the ability of their company's professionals to access comprehensive customer records, order status and product information quickly and seamlessly. The desired solution must operate flawlessly 24 hours a day, seven days a week.

In addition they also needed call monitoring and data collection capabilities for reporting and analysis of these services.

### THE BENEFITS

The contact center solution developed by MicroAutomation for the major outsourcing company:

- Improves productivity by increasing the number of inbound and outbound contacts completed per hour by the same number of personnel as well as cutting the time per call by 15 seconds.
- Provides flexibility for easy and inexpensive modification to meet changing needs of current and new clients.
- Improves customer and prospect satisfaction by providing quick and accurate response to inquiries and orders.
- Reduces operating costs for the company and its customers
- Increases sales and profitability for clients by providing information to customer service personnel for cross selling and upselling during the contact.



## THE SOLUTION

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MicroAutomation provided the major outsourcing company with its award-winning CallCenter Millennium™ technology. This solution provides real-time and historical reporting, and universal contact center capabilities allowing customers to use their preferred method of communication- voice, e-mail, "chat", web or fax.

MicroAutomation also installed Statistics Analysis Manager™ (SAM) to record call activity, duration and results in a database to process orders and measure productivity. This enabled the company to bill client organizations for specific activities. Contact center personnel use the SAM reports to determine how much to bill customers for pay-per-minute support calls.

Their contact centers were integrated with an Interactive Voice Response (IVR) solution to collect necessary caller information, pop screens on the agent's desktop and record call information such as time/date stamp and call duration. MicroAutomation also created an interface so that all information is recorded in a relational database and calls can be deployed seamlessly to the appropriate agent regardless of geographic location, on a wide area network. The solution supports 2000 agents simultaneously.

An Automatic Number Identification (ANI) solution was also deployed into the contact center solution to identify previous callers from the customer database and pop customer history screens on the agent's desktop as the incoming call is routed.

## ADDITIONAL RESULTS

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The outsourcing company has been able to quickly add clients and adapt the solution to its unique requirements with support from MicroAutomation's professional services. The MicroAutomation solution is based on open source standards, also known as VoiceXML, allowing them to do some of the new client system development themselves. This capability has provided significant cost savings and has enabled them to continue to grow worldwide, maintaining high standards for client and customer satisfaction.

## ABOUT MICROAUTOMATION

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MicroAutomation is a leading systems integrator offering an extensive range of call center technology solutions and professional services. Since 1991, MicroAutomation has designed, developed, and implemented solutions worldwide in a wide variety of industries, such as Healthcare, Utilities, Emergency Services and Government. We specialize in implementing Self-Service and Call Control applications, as well as providing comprehensive Analytics and Reporting solutions to enhance the overall caller experience. The call center technologies implemented by MicroAutomation improve millions of customer interactions every day. MicroAutomation solutions help companies maximize the efficiency of their call center infrastructures and empower their customer service strategies. MicroAutomation is a privately-held corporation headquartered in Manassas, Virginia.

## CONTACT US FOR FURTHER INFORMATION

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