



Customer success story

“What we really like about Eckoh is their approach to being a ‘partner’, not just a supplier. We truly work together so that we both share the success along the way. Our choice of Coral desktop was not a difficult one. The advantages and simplicity are clear. Plus, being able to future-proof your agent desktop is some achievement.”

Associate Director, US Telecoms



Coral Agent Desktop brings disparate systems together to better connect agents and customers while delivering real, tangible benefits to the bottom line.

PROFILE: Industry: Telecommunications Employees: 254,000 Revenue: £148.5bn

BUSINESS

A leading telecoms business providing mobile, broadband, video and other communications services to US-based consumers and more than 3 million companies.

CHALLENGE

Making their internal desktop solution work with any telephony platform the business was using and be able to switch between the two without wasting agent time and keeping the customers waiting.

SOLUTION

Eckoh delivered the **Coral Agent Desktop solution** which they have under exclusive licence. Eckoh and the business have a long term relationship in contact centre solutions so it was a natural choice

BENEFIT

The vendor-agnostic solution meets the business needs in terms of working with any telephony platform and enabling agents to swap between systems.



Business

The company, a large US telecoms business, delivers advanced mobile services, next-generation TV, high-speed internet and smart solutions for people and businesses. They serve millions of business customers across all major industries, ranging from the largest global companies to medium and small businesses. They also serve multinational customers and do business in more than two continents and have Significant networking requirements in the US.

The company's global IP network connects businesses on six continents and services more than 400 million people in North America.

The challenge

The previous desktop application was geared solely to their Genesys platform. With plans to build a new contact centre the company intended to rent out agent space to different business units to deal with all-handle contacts.

During the build, a Cisco system was added to the Genesys system in the contact centre. This meant that whichever business unit was using the contact centre, they could use their preferred system. However, this raised a further problem as the company's current internal desktop solution would only work with one of these systems so agents were not able to switch between the two. Also, every time that the agent goes from one system to another, time is lost and inefficiencies rise.

Any contact centre needs to manage the inevitable peaks and valleys. So, the company required a solution that would work regardless of the underlying infrastructure. They also wanted to be able to change infrastructure supplier in the future if necessary.

Convincing senior management

"It wasn't difficult to create the business plan for this and convincing senior management that it was a good idea was simple. We were able to show the benefits from a product, training and user perspective and highlight the advantage of being able to use either of our infrastructures," says the Associate Director.

"There was also no issue in demonstrating the benefits from a functionality perspective. The one key point we needed to convey to senior management was the value that Coral would bring. Because this was an un-forecasted cost we had to show them that it deserved a chance – and we did", he adds.

By showing that it would improve agent performance, efficiency and customer service the team were able to get internal business units to contribute to the financing. The company's business case focused on Coral's features and functionality as much as the agent perspective. Being able to demonstrate the tremendous benefit of being able to switch the Genesys or Cisco systems for another one if necessary was a key point. They wanted to be able to do this without having to pay additional costs just to use the same application.

Future proofing the investment

Part of the business benefit was to show that they could future proof the desktop solution infrastructure as well as the ongoing maintenance. This was as important as maximising the investment.

If the company need, or want, to make changes they can do that far more easily with Coral than they could with their internal application. Previously they would have needed to make a physical code change then re-deploy the entire application to 25,000 desktops.

As ongoing costs are minimal and changes can be made within a couple of hours, rather than weeks, the company is more flexible and agile to respond to business and customer demands.

- Works with multiple systems or single IVR, CTI, or CRM systems
- Improves the agent capabilities and customer experience
- Refreshingly simple to implement and manage
- Future-proofs the desktop environment Minimal ongoing cost of training due to the solution's simplicity.

Agent reaction

From a training, and user, perspective the solution looks the same so the desktop is the same regardless of the platform. This has led to a faster adoption and a simpler implementation with less disruption to contact centre performance.

Training

The company devised a training course for new and existing users which takes about one hour. This has now become a formal sponsored course that agents complete and is similar to a CBT course.

The training is easy to deliver remotely using a conference bridge which is how they delivered training to their primary contact centre. Having trained trainers in each location, users are kept up to date and new agents are brought up to speed quickly.

Because of the way the application works the company have been able to create dashboards which pull data together so that supervisors can troubleshoot easily. Before, the company would have had to contact individual supervisors in each location and explain the errors or problems.

Capability for one or many systems

The Coral solution works across multiple platforms as well as for one platform. This makes it ideal for organisations who have been through a few acquisitions because it allows you to bring different systems together. So your agents remain efficient and effective as well as being able to handle future changes or additions.



"If you need to make changes that's simple. You can even do it on the fly. Many of the other solutions we looked at had similar capabilities but they were geared to just one technology which is quite limited in many situations and certainly for us."

Associate Director, US telecoms company

For example, as a result of an acquisition the company finished up with four different systems. Each one had the customers' account numbers or names in four different fields in the four different systems. In their old application that would have been a significant drawback but Coral handles this easily because of the way it acts as a 'presentation layer' bringing those diverse systems together.

"This is proof of the flexibility and efficiency built into Coral and the Orchestration manager. This enhancement would have taken 4 months with the other desktops we used before Coral." Sr Systems Engineer

Everyone benefits

The great thing about this solution is that it appears to everyone - at different levels in the business.

For IT groups it offers something really simple to get 'up and running' as well as maintain. For the contact centre manager it's a dream because they can create dashboard to let them see how agents are working and where the issues may be - spotting trends to predict potential peaks or valleys so they can maximise their agent resources to cope.

Training is also made simple. It's now really easy to train new agents which helps improve the productivity of the contact centre because it's intuitive and clear to understand.

Implementation

The company had an incredibly short time frame in which to get this implemented. This problem was compounded by a break in communication between the business and the contact centre. For example: The company had to get everything ready for the internal site launch in Missouri.

The team had known for some months that the implementation was due but not exactly when. So, when advised that the 'go live' date was on the coming Monday there was an urgent need for experienced help. So, they contacted the Eckoh team to help them get ready. The teams spent a couple hours on the phone together just walking through the configuration based on feedback from the business - what they wanted and so forth - with Eckoh making changes on the fly.

In about a week's time frame Eckoh had everything done and, having tested the solution, they rollout went amazingly smoothly. Eckoh were even able to make small adjustments to add new requirements which weren't specified at the outset.

The outcome...

- Agent training time dramatically reduced
- No bespoke integrations across multiple platforms
- Cost effective and scalable

What about the future?

Looking five or ten years' ahead is important for the company but it's also difficult to predict exactly what will happen in terms of evolving the business or acquisitions.

But, one thing the company does know is that the Coral solution has future proofing built-in because it can work with any technology and so takes away the headache of integration.

The way that Coral is built on HTML 5 javascript and patent CSS means it's really easy to upgrade, update and reconfigure. Many new recruits today have coding, HTML or C++ developer skills which means there is a ready pool of talent that businesses can use to their advantage.

What's next?

After rolling-out the Missouri contact centre - with a target of over 200 agents - this is expected to grow. This will bring the total agents licensed for Coral to 8,000.

Towards the end of the year the business plans to migrate another 2,000 agent contact centre to the system with a further 2,000 planned for mid-2018.

Following these migrations they plan to review their contact centre operations with a view to moving more agents to the Coral system as appropriate.

The company really want to get Coral implemented across their entire organisation. But, as a large and diverse business it takes some planning and resourcing.

They currently have a need for around 6,500 licences and fully expect that this will grow as the momentum builds and drives demands from around the business.

