

Large scale virtualised contact centre – from ACD to VOIP

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Head of Contact Delivery
Everything Everywhere

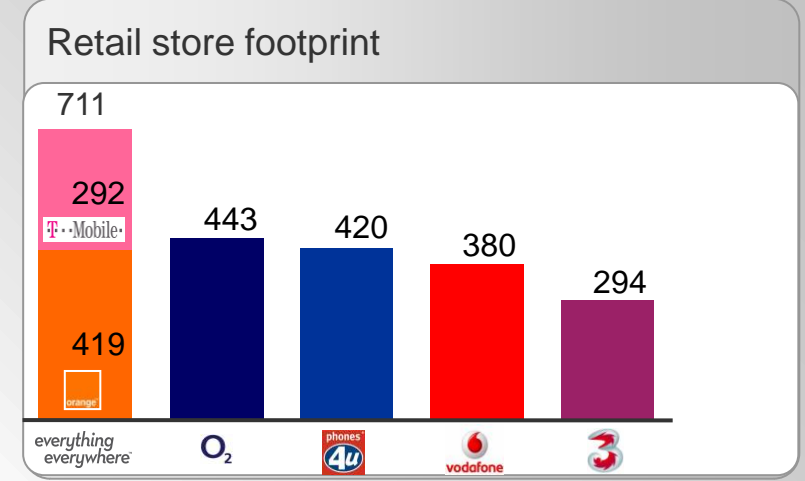
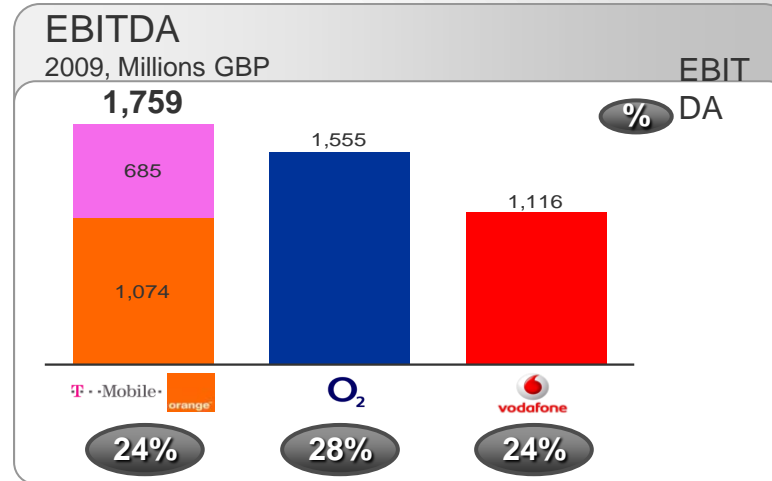
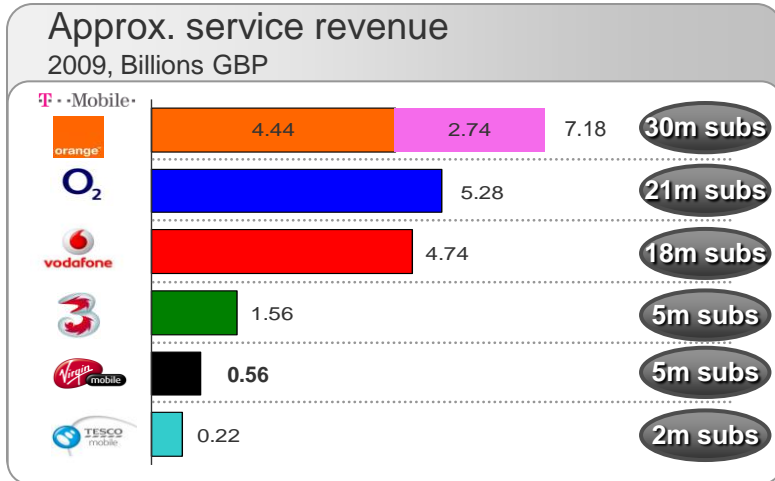
Paul Pearson
Platform Practice Director
Anana

everything everywhere™

hello

everything everywhere™

Who are we?



Everything Everywhere is the number 1 UK Network Operator, in terms of customer numbers, service revenue, profitability and retail presence. And we intend to stay number 1.

¹ Estimated
Source: Merrill Lynch Wireless Matrix, team analysis

Our aspiration was simple...

- To deliver a consistent best in class customer experience despite
 - Rapidly changing customer expectation
 - Rapidly changing market
 - Budget challenges
- Having recognised we needed to face these challenges head on
 - Limitations of legacy footprint
 - We were reaching end of life
 - And our ability to innovate was reduced

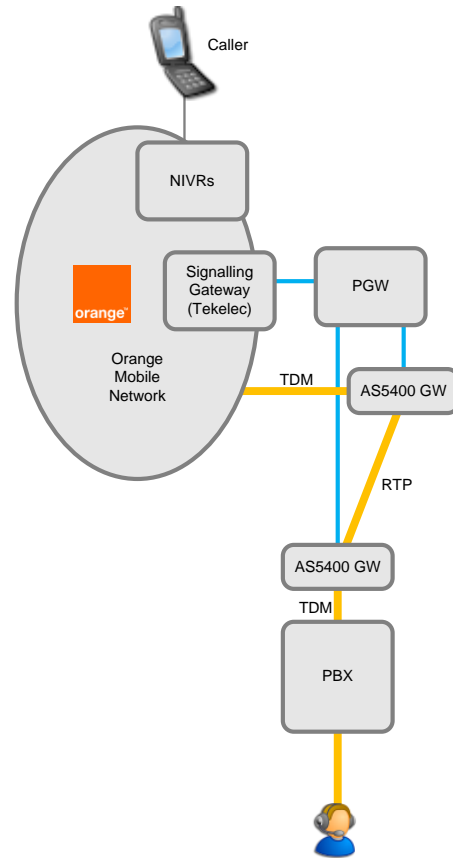


our
aspiration

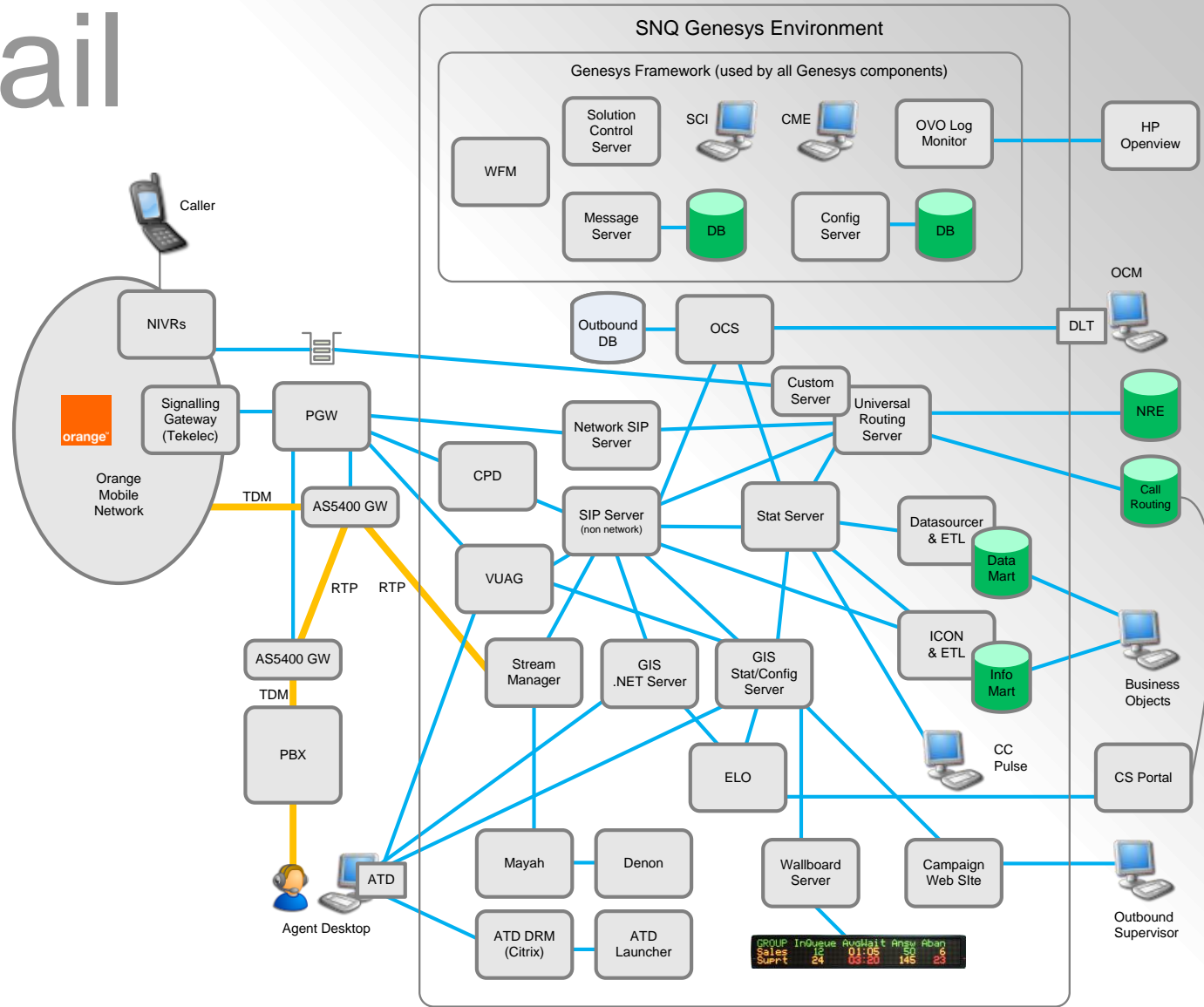
Planning & Executing change

- Detailed requirements gathering phase
 - Conducted collaboratively with technology teams
- Vendor selection process
 - Clear benefits for moving to Next Generation IP based solution
 - Decision made to integrate solution internally
 - Genesys selected for the platform
 - Other third parties engaged to plug expertise gaps
- Some requirements could not be met without building in house
 - But we delivered some functionality which was completely new to market

The detail



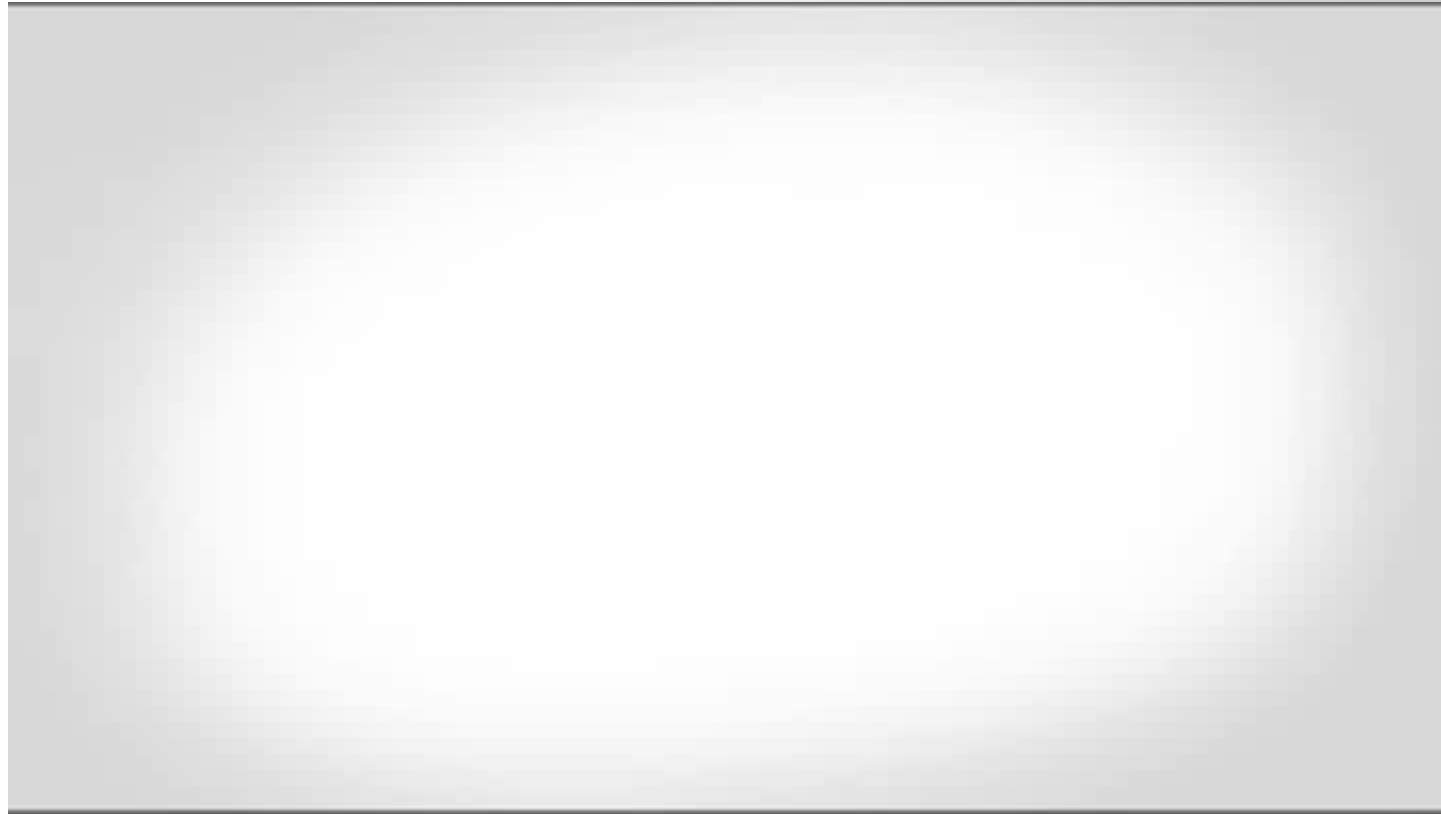
The detail



Delivery on a solid foundation

- Agile approach to delivery
 - Unlock business benefit early whilst also focusing on the longer term, new to market deliverables
- Execution & migration strategy
 - Risk aware, progressive approach
 - Our next generation IP solution treated as a new ACD
- And we changed our IT/Business operating model
 - CS portal
 - Dynamic campaigns, media, strategy

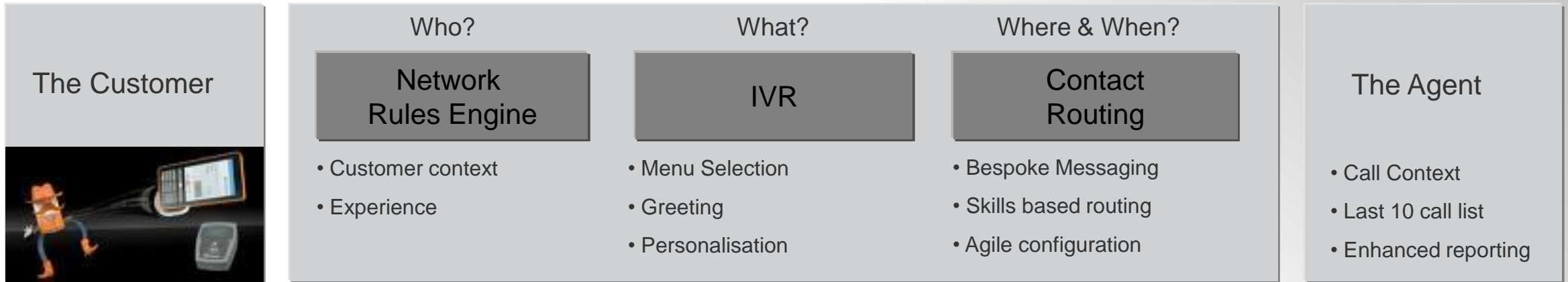
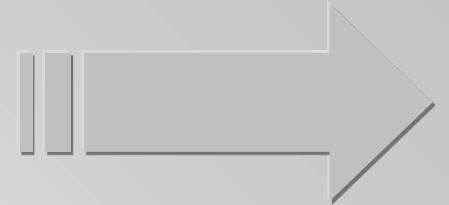
Hydraulics of technology



Hydraulics of technology



Customer effort reduced through technology



Reaping the benefits

- Tackle loyalty and churn rather than acquisition
- Do more with less
 - People
 - Process
 - Technology
- Ability to offer new channels (e services)
- Ability to quickly react to the unexpected

Reflections

- Invest in getting it right
 - Invest in your people as well as your technology
 - Understand the impact of change across the entire business
 - Unlock your innovative potential
- Being bleeding edge versus out of the box
 - Business process can change too
 - How much do you want the requirement?
- Relationships
 - Invest in your relationships with your partners
 - And make it work for you

And this is just the beginning

- Our customers expect everything everywhere
 - They demand to choose the channel they interact with and they want it done properly
 - Smartphones & Data continue to challenge all network operators
- Delivery of speedy innovative change more important than ever
 - Conduit to our target customer experience
 - Agent experience equally important
 - Technology change aligned to business evolution key to our success
 - And building on our relationships will help us keep our #1 market position in the UK

thanks

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Your Opinion Matters!

HOW ARE WE DOING? G-FORCE | 2011
PRAGUE

Who are you: Customer? Prospect? Partner? ALU/Genesys; Name: _____

Please include your name if you would like to be entered in a random drawing for an Acer Tablet to take place at closing session in the Partner Pavilion on June 9th from 16:15-17:00 (must be present to win; names are not retained for purposes other than the giveaway drawing; Alcatel-Lucent/Genesys employees are not eligible)

Session Series #1 on Wednesday, June 8th from 15:00 to 15:40 – Check One:

BAP101: *intelligent Customer Front Door™ with Conversation Manager™ and Customer Effort*

CBN101: *Slovak Telekom increases agent effectiveness and speeds work items processing – thanks to iWD*

CBN102: *Genesys Canal+: A Story of Virtualization and Outsourcing Using SIP*

CBN303: *Transform Your Contact Center with Cross Channel Conversations*

	Low						High
How would you rate the <u>content</u> ?	1	2	3	4	5	6	7
How would you rate the <u>speakers(s)</u> ?	1	2	3	4	5	6	7
Would you <u>recommend</u> this session to your colleagues?	1	2	3	4	5	6	7

Comments:

Win an Acer Tablet!!!



- Rate all sessions on the same form which you pick up in the first session
- Turn in form after the final breakout – in final session room or Registration Desk
- Your submission with name enters you into a drawing for an Acer Tablet!