

# GLOBAL CALL CENTER OFFERS CHINA EASTERN AIRLINES PASSENGERS A RICHER EXPERIENCE WHILST SIGNIFICANTLY REDUCING COSTS

## China Eastern Airlines

### CHALLENGES

- Update original telephony equipment functionality to enable further development
- Lower global communication costs to meet the growth in passenger traffic
- Provide users with a good user experience

### PRODUCTS & SOLUTIONS

- Alcatel-Lucent OmniPCX™ Enterprise Communications Servers (x3) with Unified Communications server at HQ
- Alcatel-Lucent OmniVista™ 4760 Network Management System and 810 Alcatel-Lucent 4039 Digital Phone Agents
- Alcatel-Lucent IP Touch™ 4068, 4038 and 4028 handsets
- Alcatel-Lucent OmniTouch™ 8600 My Instant Communicator Desktop and Mobile handsets

### BUSINESS & TECHNICAL BENEFITS

- Customer service and user experience have been improved and enhanced and greater satisfaction reported
- International communication costs have reduced by fifty percent making the company more competitive

### DEAL FACTS & FIGURES

- Date deal won: 2010
- Date implementation 2010
- Business Partner: Genesys



"This system can effectively save on communication costs, so charges for long-distance domestic calls are not made. In terms of international communications, it is possible to route the data to make international calls to Hong Kong and Japan, saving fifty percent of costs."

-Yan Zhenhong, General Manager IT Solution,  
China Eastern Airlines

### CUSTOMER DETAILS

- Location: Shanghai, China
- Vertical: Transportation
- Users: 2,000