



Glava AS

Glava AS recently installed an Alcatel-Lucent BiCS solution to deliver enterprise-wide communications improvements and better customer call handling potential



CUSTOMER AT A GLANCE

Glava AS
 www.glava.no
 Industry: Manufacturing
 Revenues: €175 million
 Number of Employees: 329
 Number of Agents: 30
 Number of Customer Interactions: 200 calls per Day (average)

CHALLENGES

- Enhance customer satisfaction by replacing three outdated telephone switching systems with a single contact center solution
- Unify fixed-line and mobile communications across three main sites
- Improve collaboration between operators and call receivers by integrating the telephony platform with the company's common calendar system

Norwegian insulation specialist boosts customer service with Alcatel-Lucent communications solution

Glava AS, part of the Glava Group, develops, manufactures, and markets a broad range of insulation materials for construction, industrial, and technical applications under the slogan "Good insulation is environmental protection."

Based in Askim, 50 kilometers south-east of Oslo, and Stjørdal 650 kilometers north of the capital, the company produces glass wool, and expanded polystyrene products.

As business grew, Glava recognized that it needed a fully integrated telephony system across its three sites – located in Askim, Oslo, and Stjørdal – and a converged fixed and mobile telephony solution to improve customer service delivery.

Poor integration jeopardizes customer satisfaction levels

Glava traditionally operated separate communication server (PABX) at the three sites: an Alcatel-Lucent system and two Nortel systems. Each PABX had a different telephone number. Consequently, when customers called the wrong office, operators had to transfer the call to another site (PABX) or the customer had to make a second call.

Additionally, many Glava staff possessed a mobile phone to aid communications while away from their desks. However, lack of integration between the communication servers and mobiles created difficulties for the operators when they wanted to connect customers to a particular staff member. Glava required seamless integration between fixed lines, mobile phones and the "public network."

"We were convinced that separate communication servers and poor fixed-line and mobile integration were having a detrimental affect on customer service but we could not categorically prove it due to a lack of statistics," explains Waldemar Zieba, IT Manager, Glava AS. "If customers dialed the wrong number, they would undoubtedly become frustrated and, in some cases, would not bother to call again. A lack of queuing control on the aging communication servers also created difficulties for operators. This situation potentially threatened revenue streams.

"We wanted customers to perceive our organization as a single business with one telephone number regardless of where the most appropriate member of staff was located. Staff members each needed a single number rather than different numbers for their fixed-line, mobile, or DECT devices."

Seeking a comprehensive integrated communications platform

"To achieve our objective, we needed to adopt a unified approach and identify a highly flexible contact center solution," continues Zieba. "We required a modern communication server at our headquarters to control all incoming calls, fixed-line and mobile convergence for staff and, to help operators determine the status of call receivers, integration with Lotus Notes, our common calendar system."

However, Glava rapidly realized that integrating the communication server was fraught with difficulty. The available standard protocols lacked the flexibility to integrate systems from different vendors and they would create a system with poor functionality.

Glava researched the market, identified several vendors, including Alcatel-Lucent, and dispatched requests for proposals containing its exact requirements. Local partner Telecom Norden AS represented Alcatel-Lucent.



Sound end-to-end solution wins the day

To satisfy its requirements for a flexible, high performance contact center solution, Glava deployed an Alcatel-Lucent Business integrated Communications Solution (BiCS).

Specifically designed for businesses with limited in-house ICT expertise but requiring an integrated telephony solution, the Alcatel-Lucent BiCS solution takes the Alcatel-Lucent OmniPCX Enterprise platform and, thanks to the use of virtualization technologies, bundles it with a fixed set of Unified Communications and Contact Center applications. Glava located its BiCS server at the Askim site. Its existing data network connects the system to the Oslo and Stjørdal sites, each of which houses a passive communication server to maintain services should the WAN develop a fault, safeguarding business continuity.

“What differentiates the Alcatel-Lucent solution from other proposals is its all-in-one approach; it is a total package,” states Zieba. “This is a software-based system, with a single server within a fully virtualized environment that offers flexibility, high levels of functionality and excellent scalability to support future business growth. Moreover, it supports all our different telephone technologies, offers good value-for-money, and integrates well with our multi-site Wide Area Network (WAN). This proposition clearly demonstrated that Telecom Norden fully understood our needs and had clever technical expertise that could utilize the appropriate Alcatel-Lucent features. We also liked its strong local presence.”

The Alcatel-Lucent OmniPCX Enterprise Communication Server platform supports multimedia call processing capabilities for Alcatel-Lucent phones and mobile technologies employed by Glava. The Alcatel-Lucent Cellular Extension application running as part of the BiCS solution ensures mobile devices integrate fully with the server platform. Currently, the system supports 338 users.

Another application running within the BiCS solution is the OmniTouch Contact Center Standard Edition, which offers supervision and call distribution capabilities. To provide calendar integration with Lotus Notes calendars, the solution incorporates Netwise to assist call handling and message management. Data is transferred from Lotus Notes to Netwise and operators use Netwise to check calendars. The OmniVista 4760 Network Management System, also part of the BiCS solution, provides Glava’s IT staff with centralized management, further lowering Total Cost of Ownership (TCO).

SOLUTION

Alcatel-Lucent Business integrated Communications Solution (BiCS):

- Alcatel-Lucent OmniPCX Enterprise Communication Server
- Alcatel-Lucent OmniTouch Contact Center Standard Edition
- Alcatel-Lucent OmniVista 4760 Network Management System
- Alcatel-Lucent My Instant Communicator (including the 8622 My Cellular Extension)
- Alcatel-Lucent 4645 Voice Messaging Services
- Alcatel-Lucent 8450 Fax Software

BENEFITS

- Enhanced service delivery due to a fully integrated telephony system and unified fixed-line and mobile communications
- Efficient call handling has virtually eliminated customer complaints, while accurate call statistics allow Glava to deal with potential issues proactively
- Convergence enhances contactability, saving time and boosting productivity
- Rapid access to Netwise determines staff availability, while messaging aids collaboration, increasing efficiency
- Better service delivery increases customer satisfaction, eliminating any threat to revenue streams
- Centralized management from a modular, standards-based platform lowers TCO
- The industry standards solution supports future business expansion. Passive servers at four sites deliver a robust disaster recovery capability, safeguarding business continuity

Alcatel-Lucent business partner Telecom Norden designed and deployed the solution in conjunction with Alcatel-Lucent, and currently maintains and supports the system from its strategically located offices throughout the country.

“This is an all-in-one, end-to-end enterprise solution,” comments Zieba. “A mobile-only solution certainly could not compete with such an advanced solution that incorporates desk phones, mobile phones, call center, and calendar integration.”

Better call handling increases customer service

Today, customers access Glava’s three sites via a single number, and an Askim-based operator answers all calls before routing inquiries to the appropriate staff in either the customer service or technical support department. Whether the caller asks for a specific individual or needs to speak to an expert, the operator can immediately check their availability and direct the call accordingly, eliminating the risk of missed customer calls. If a call receiver does not pickup, the operator may access the individual’s calendar via Netwise to ascertain their status and advise the caller accordingly.

Although the Alcatel-Lucent BiCS solution supports several IP phones, it primarily caters to two user groups within Glava; people with fixed-line and mobile devices, and those employing fixed-line and DECT phones. Consequently, the operator can contact call receivers regardless of their location, saving time and boosting productivity.

“The beauty of this solution is its ability to generate call statistics by registering all incoming calls in one place,” reveals Zieba. “Unlike the previous telephony system, customer queuing is clearly visible and we can take appropriate measures to deal with potential issues. We simply cannot afford to miss a customer call.

“Analysis of call handling at all sites indicates customers now very rarely complain as we can always route them to a suitable person. We have acquired a Softpanel Application to monitor the status of the customer queue and through online monitoring we also check the capacity and activity of each location’s customer care department. Moreover, we are running Pilot Activity statistics to measure response times. Initial results indicate that service levels have definitely increased and customer complaints have fallen dramatically.”

With the new system in place, the operators also appreciate the integration of Lotus Notes, the messaging capability, and the visibility of call queues. Glava has also recently benefitted from the system’s scalability by easily integrating Isolitt into its telephone network.

“This is all about delivering better customer service and reducing costs by using resources more productively,” concludes Zieba.

BUSINESS PARTNER INFO

TCN is one of the largest operators of communications solutions based on Alcatel-Lucent technology, with an installed base of approx 7,500 systems, both in the private and public sectors, all with specific communication needs. TCN’s well trained and experienced consultants can assist in all contexts, treating their customers as long-term partners, where transparency and mutual understanding are the focus. TCN covers all areas of communication from traditional telephony solutions for the smallest firms through to the largest complex network solutions. Their specialties include: IP telephony, contact center, support systems, unified communications and net-centric solutions.

www.tcn.no

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