



Istanbul Water and Sewerage Administration (İSKİ)

Istanbul Water and Sewerage Administration (İSKİ) turns to Alcatel-Lucent Enterprise for a communications solution to enable customer service improvements



CUSTOMER AT A GLANCE

The Istanbul Water and Sewerage Administration (İSKİ)
www.iski.gov.tr/
 Industry: Public Utilities
 Number of customers: 4 million
 Number of staff: 10,000
 Number of agents: 70
 Number of calls: 55,000 per month

CHALLENGES

- Become more customer oriented
- Improve customer service
- Improve contact handling efficiency and effectiveness
- Combine and integrate new communications channels

Alcatel-Lucent Enterprise helps İSKİ improve customer service

With four million households in the Istanbul area relying on it to provide reliable water and sewerage services, the Istanbul Water and Sewerage Administration (İSKİ) needed a more reliable way to handle complaints and requests from customers than its existing branch-based operation.

An Alcatel-Lucent Enterprise solution, comprising Genesys contact center software working over a revamped Alcatel-Lucent Voice over Internet Protocol (VoIP) infrastructure, has allowed İSKİ to create a centralized contact center that puts customers through to the right person the first time and allows agents to resolve their queries more quickly. The number of “lost calls” has been cut from 30 to 5 percent since installation of the Genesys solution, while surveys conducted using Genesys’ outbound capabilities have shown customer satisfaction levels are rising. İSKİ has also been able to cut the cost of voice calls while improving its quality and reliability by routing calls between its head office and branches over the Alcatel-Lucent VoIP infrastructure.

Public service becomes customer service

In recent years, İSKİ has become a more customer-oriented organization, with a focus on improving the quality of the services it provides, especially when it comes to handling complaints and requests. However, although İSKİ previously had systems in place to capture complaints and requests, allocate tasks to work teams and track their progress, the way it communicated with customers – and internally – was highly fragmented.

“We had calls coming into 25 different switchboards, while customers were

increasingly contacting us through other channels such as SMS and e-mail,” explains Mustafa Havan, Public Relations Manager. “We wanted to simplify communications by combining all those different channels into a single infrastructure based around a centralized contact center. As part of that change, we wanted to give staff access to as much information as possible for each call, enabling them to resolve customers’ issues more quickly and work more efficiently. Finally, we wanted more detailed and faster reporting on how calls are being handled in order to better understand our current operations and the steps we should take to improve them.”

To meet these needs, İSKİ required contact center software that could be implemented rapidly and that would be easy to use, despite the complexity of İSKİ’s operations. It also needed to integrate with a new work management system based on the Oracle Siebel Public Sector customer relationship management (CRM) solution. At the same time, İSKİ recognized that refreshing its voice infrastructure and moving to VoIP for all its operations would be necessary to deliver the full benefits from the contact center. A VoIP-based infrastructure would also improve the availability, reliability and quality of calls and cut İSKİ’s ongoing telephony costs.

The right solution delivered the right way

After undertaking competitive public procurement, İSKİ awarded the contract for the contact center and VoIP solution to Alcatel-Lucent Enterprise, and Alcatel-Lucent Premium Business Partner, Sistaş. “Together, they offered the combination of the best solution at the best price, while giving us the confidence of working with a provider that has extensive experience



providing this kind of solution,” says Zekai Hayrioğlu, Development Coordinator. “That confidence has been fulfilled during the initial six-month pilot of the contact center as we continue to develop our use of the Alcatel-Lucent and Genesys solutions, with the project progressing very smoothly.”

The success of the new Citizen Relations Management System, known as VİYS, depends on the tight integration developed by Sistaş between the Alcatel-Lucent VoIP environment, the Genesys contact center solution and the Siebel-based CRM. Now, when İSKİ’s customers need to report a fault or make a request, they call a single customer service line, ALO 185, which is staffed around the clock. Through keypad entry, the Genesys Voice Platform (GVP) solution identifies the reason for the customer call and directs them to the appropriate agent.

When the call is transferred to the agent, Genesys also initiates an audio recording using Cybertech MynaVoice. At the same time, Genesys forwards details about the caller’s number to the Siebel CRM. If a customer has called previously from that number, any information about those previous calls held in VİYS will be displayed to the agent. If this is the first time a customer has called from that number, information captured during the call and any work orders created in VİYS will be associated with the number so it can be retrieved the next time the customer calls from the same number.

When e-mails, SMS messages and faxes are received, they are directed to agents in a similar way and displayed along with any information already held about the customer. All e-mail responses from agents are then handled through Genesys, allowing e-mails that are sent as well as received to be managed and monitored centrally. “With the Genesys solution, customers can now contact us using the communication channel they prefer and we can manage all those interactions to the same standard through a single infrastructure that is flexible enough to incorporate new communications channels as they emerge,” Zekai Hayrioğlu points out.

İSKİ is also using Genesys Outbound Voice solution capabilities to make survey calls to a selection of closed requests, in order to measure customer satisfaction with the work carried out, and to identify where action needs to be taken to improve its operations. Meanwhile, the comprehensive reporting provided within Genesys is allowing managers to easily monitor how the contact center itself is operating and to make further improvements.

SOLUTION

Telephony Solutions

- Alcatel-Lucent A4400 OmniPCX PBX

Genesys Solutions

- Genesys CIM Platform
- Genesys Inbound Voice
- Genesys Outbound Voice
- Genesys E-mail
- Genesys G-Plus for Siebel CRM
- Genesys GVP

BENEFITS

- Lost calls reduced from 30 percent to 5 percent
- Reduced call charges without compromising quality or security
- Increased customer and staff satisfaction ratings
- Fully integrated routing and handling of contacts by fax and SMS ensures that customers can contact the company through their preferred channel
- Full integration with Siebel CRM delivers timely customer information

“We think everyone should be taking advantage of the cost and quality of service benefits we’ve seen from working with Alcatel-Lucent Enterprise.”

MUSTAFA HAVAN

PUBLIC RELATIONS MANAGER

ISTANBUL WATER AND SEWERAGE

ADMINISTRATION

“We are already seeing significant improvements in our operations and in the quality of service we are providing to customers,” says Mustafa Havan. “We have reduced the number of lost calls from 30 percent to 5 percent since installation of the Genesys solution, customers reach the right person to help them resolve their issue on the first attempt thanks to effective use of GVP, and agents can respond to customer demands more quickly and correctly because they have immediate access to comprehensive information about the customer and previous interactions. As a result, we’ve been able to cut the average call duration while increasing customer satisfaction and satisfaction levels among our employees.”

İSKİ is also seeing benefits from implementing the Alcatel-Lucent VoIP solution across the organization as well as in the contact center. An OmniPCX Enterprise server has been installed at İSKİ’s Kağıthane head office, serving both the one thousand staff working there and colleagues in 25 of İSKİ’s 30 branch offices whose IP phones connect to the centralized system over İSKİ’s wide area data network or over the Internet. “Instead of being charged for every call made between our different locations, internal calls are now bundled into our data network costs or as part of a flat-rate Internet package,” explains Mustafa Havan. “That’s allowed us to cut the cost of internal calls without compromising quality or security.”

A key advantage of the Alcatel-Lucent OmniPCX Enterprise solution for İSKİ is that it supports digital and analog lines as well as IP-based voice calls in a single environment, allowing İSKİ to run a mixed environment and continue to use older equipment where necessary. For example, staff in the contact center use IP phones supplied by Alcatel-Lucent, while mobile staff at head office use Digital Enhanced Cordless Telecommunications (DECT) phones that allow them to make calls from anywhere in the building.

İSKİ continues to roll out the Alcatel-Lucent VoIP solution to its remaining branch offices and to expand the contact center as it completes the transfer of inbound customer call handling from its branches. Genesys now supports around 70 agents, potentially rising to 100 once the switch to the contact center is complete.

It has also developed an internal contact center based on Genesys technology to handle inquiries from its own staff regarding their employment. In the longer term, İSKİ is also keen to promote the benefits of VoIP-based communications to the 20 or so other organizations that make up the Istanbul Municipality, with the objective of creating a single integrated telephone and communications infrastructure for all the public bodies serving the Istanbul area. “We think everyone should be taking advantage of the cost and quality of service benefits we’ve seen from working with Alcatel-Lucent Enterprise,” says Mustafa Havan.

BUSINESS PARTNER INFO

SİSTAŞ has a trained, experienced and capable staff which is able to accurately analyze customers’ requirements, needs and complaints.

Alcatel-Lucent Enterprise’s Premium Business Partner SİSTAŞ is one of Turkey’s leading solution providers in the telecommunications field. From 1991 until today, SİSTAŞ has provided telecommunications consultancy and turnkey delivery project implementation services to a wide variety of customers from public institutions to educational establishments, hotels, call centers, banks and large international companies. From its offices in Ankara, Istanbul, Izmir, Bursa and Antalya, SİSTAŞ provides a range of telecommunication services including integrated sound and data networks, IP telephony applications, unified communications, CRM and call center solutions.