



## ALCATEL-LUCENT HELPS ROMTELECOM TO PUT 'CUSTOMER FIRST'

WITH FIVE REVAMPED DIRECTORY ASSISTANCE CONTACT CENTERS



Alcatel-Lucent deploys an advanced directory assistance infrastructure to help Romtelecom compete in the recently deregulated Romanian telecoms market



Alcatel-Lucent Services for Enterprise provided the skills and expertise that ensured five new directory assistance contact centers to provide customer service levels that differentiate Romtelecom from its competitors.



## CUSTOMER FIRST

For nearly 50 years, Romtelecom had a monopoly as the Romanian state-owned telecommunications provider. It was privatized at the end of 1998, and five years later its marketplace was deregulated. Although the company remains Romania's leading telecoms supplier, it is never easy for a state-run organization to transform itself into a thriving commercial venture. However, Romtelecom has made extraordinary progress.

In 2007, its 12,500 employees turned over €872 million, delivering an impressive range of products and services to residential and business customers alike. This included 20 Mbps (megabit per second) broadband, digital television services, and various attractive tariff packages for calls from the company's three million fixed lines.

That year also saw the launch of Romtelecom's 'Customer First' initiative. This is the latest phase in the company's transformation, and – as the name implies – will see it put even more emphasis than ever on customer service.

Thanks to Alcatel-Lucent, there is little that now needs transforming in its directory assistance offering. The five contact centers that provide that service are already world class.

Contact center agents' productivity has been markedly increased, and, as the company – in common with most operators – charges for its DA service, this has resulted in extra revenues and enhanced profitability.

## MARKETING CHALLENGE

Currently, Romtelecom is one of the most highly rated companies in the country. However, since privatization, it has not always had an easy time. As its web site acknowledges, it "went through difficult transition periods, which were not always correctly understood and perceived by most Romanians."

So today Romtelecom appreciates more than most the value of a clear, positive image and a strong brand. The company understands very well that few opportunities to communicate brand values are as immediately effective as direct customer interactions. That was one of the reasons why it decided to invest in its directory assistance resource: it wanted every call to end

with a customer who was satisfied and impressed by his or her experience of Romtelecom's service.

### CHOOSING ALCATEL-LUCENT

As Romania's leading telecommunications company, Romtelecom knows a great deal about computers and communications. So it was already well aware that Alcatel-Lucent offers unbeatable contact center technologies. It would also have known about Alcatel-Lucent Professional Services' reputation for employing excellent technical people, and for delivering faultless implementations.

Perhaps, however, the deciding factor that led to the appointment of Alcatel-Lucent to the directory assistance (DA) upgrade project, was that the two companies had already been working together extremely effectively for over a decade.

### TECHNICAL EXCELLENCE

The requirement was for an identical contact center in each of five Romanian cities: Bacau, Brasov, Bucares, Dolj and Galati. These would all be interconnected over a 2 Mbps wide area network (WAN).

The platform for each facility would be an Alcatel-Lucent **OmniPCX™** Enterprise integrated, interactive communication server running Alcatel-Lucent **OmniTouch™** Contact Center application software. Other functionality would be provided by Alcatel-Lucent **OmniTouch** Contact Center Interactive Voice Response (CCIVR), and Alcatel-Lucent **OmniTouch** Contact Center Distribution (CCD).

The actual telephone number listings that would be needed for the directory assistance service resided on the company's existing database servers, and a Genesys T-Server adapter (also from Alcatel-Lucent) would integrate this with the core contact center solution.

### OPERATIONAL EFFICIENCY

When customers dial 1931, Romtelecom's number for directory assistance, the system normally uses calling line identification (CLID) to route the call to the nearest center in case an agent's local knowledge is useful. However, during peak periods, the solution will balance the load of call traffic across the nation, and may route calls to agents in one of the other four centers, if they are less busy. This, of course, reduces waiting times and drives up customer satisfaction scores.

As an agent picks up a call, he or she asks the caller for the name and location of the subscriber whose number is required.

Those who use the service can hardly fail to be impressed by the speed, efficiency and sheer professionalism of the company's DA offering, and this reinforces the Romtelecom brand in a highly visible and immediate way.



### CHALLENGE

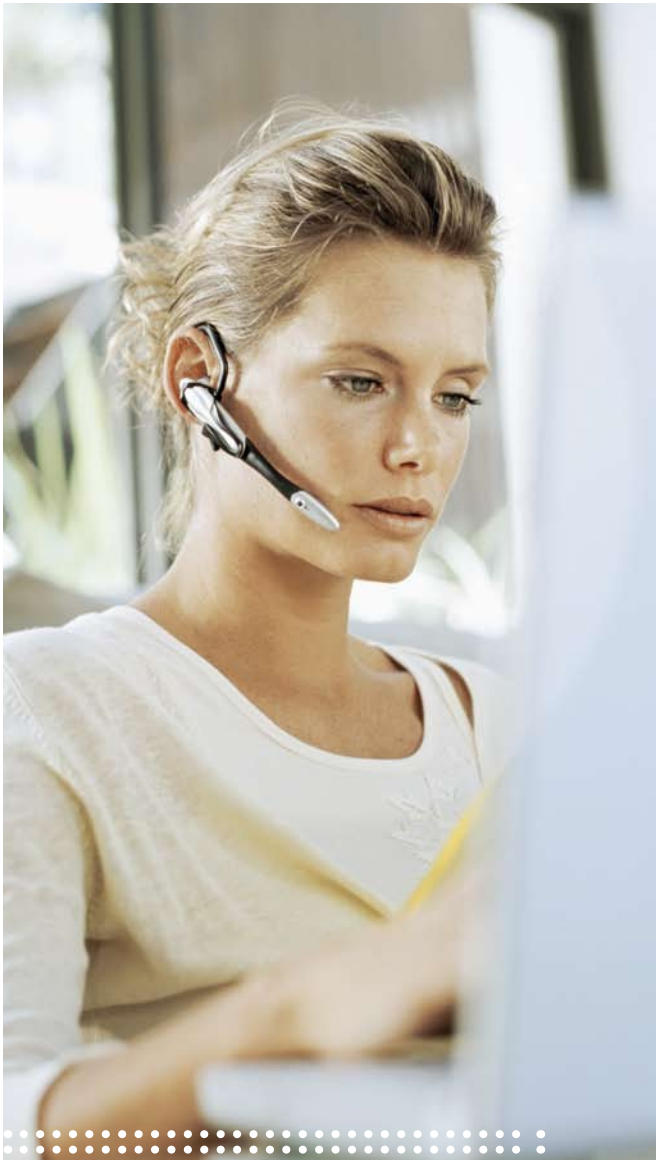
- To build the customer's brand by providing a service that reflects its values
- To improve agent efficiency and productivity
- To drive down costs, increase revenues and so enhance profitability

### SOLUTIONS & SERVICES

- Unrivaled expertise from the Alcatel-Lucent Professional Services team
- Alcatel-Lucent **OmniTouch** Contact Center Interactive Voice Response (CCIVR)
- Genesys T-Server adapter from Alcatel-Lucent
- Alcatel-Lucent **OmniTouch** Contact Center Distribution (CCD)
- Alcatel-Lucent **OmniPCX** Enterprise communications server

### BENEFITS

- Reinforcement of Romtelecom's brand through an enhanced customer experience
- Lower call handling costs through efficiencies and automated text-to-speech 'reading' of numbers
- Greater call handling capacity, also through efficiencies and automated text-to-speech 'reading' of numbers
- Increased revenues and profitability



Romtelecom understands very well that few opportunities to communicate brand values are as immediately effective as customer interactions.

The agent inputs the information into the system, and the Genesys T-Server adapter interrogates the database, almost instantly displaying the number on screen. Once the agent is confident that the correct subscriber has been identified, he or she does not read out the number to the caller. Instead, the call is transferred to the system's CCIVR application. This uses speech-to-text technology to 'read' (and, if necessary, repeat) the number – digit by digit – to the caller. This dramatically reduces the time that agents spend on interactions, so increasing their productivity, while reducing the average cost per call.

Agent productivity and effectiveness are further increased by the highly ergonomic on-screen toolbar that Alcatel-Lucent Professional Services customized and implemented. This boosts efficiency by allowing agents quickly to log on and off the system, answer and release calls, transfer calls to a colleague or the CCIVR service, obtain call information, and monitor call duration.

#### BENEFITING THE BUSINESS

The directory assistance project has been a significant success for Romtelecom. Those who use the service can hardly fail to be impressed by the speed, efficiency and sheer professionalism of the company's DA offering, and this reinforces the Romtelecom brand in a highly visible and immediate way.

In addition, contact center agents' productivity has been markedly increased, and, as the company – in common with most operators – charges for its DA service, this has resulted in extra revenues and enhanced profitability.

#### A BRIGHT FUTURE

The success of the DA project has only strengthened the decade-long relationship between Alcatel-Lucent and Romtelecom, and today the two companies continue to work closely together.

In particular, Alcatel-Lucent Professional Services is still involved in the customer's DA centers, contributing many of the ideas and much of the technical expertise that will ensure that the service remains truly world class.