



TAXI SERVICE MAKES ITS COMPETITORS LOOK LIKE RANK AMATEURS

THANKS TO CONTACT CENTER TECHNOLOGIES



Since Tele-Taxi deployed an Alcatel-Lucent CCIVR solution, cab customers in Madrid can book their taxis instantly – without having to speak to anyone



Alcatel-Lucent Services for Enterprise worked with a local Alcatel-Lucent Business Partner to implement an automated contact center solution that simplifies the lives of customers while reducing the company's running costs.



The IVR automated booking service provides Tele-Taxi with three key competitive advantages.

CHALLENGE

- To boost customer satisfaction by enabling the efficient handling of calls
- To differentiate the customer by providing a unique, IVR-based automated booking facility
- To integrate the solution with Tele-Taxi's existing customer database
- To complement the Business Partner's skill set by delivering specialist expertise

SOLUTIONS & SERVICES

- Unrivaled expertise from the Alcatel-Lucent Professional Services team
- Alcatel-Lucent **OmniTouch** Contact Center Interactive Voice Response (CCIVR)
- Alcatel-Lucent **OmniPCX** Enterprise r6.0 communications server

BENEFITS

- Lower call handling costs through automation of many bookings
- Reduced lost bookings and revenues that had been caused by slow call response times
- Improved customer satisfaction through streamlined call handling resulting in enhanced customer recruitment and retention
- Clear differentiation between the customer and its competitors through the provision of a new and superior service

GIVING CUSTOMERS A SMOOTH RIDE

If Tele-Taxi is not Madrid's most forward-looking cab company, then it certainly must be one of them. It operates from 100 taxi ranks across central Madrid and the Spanish capital's 27 suburbs. Its 1,200 vehicles are all permanently connected to the 112 emergency service, and are equipped with GPS (Global Positioning System) and GSM (Global System for Mobile communications) devices. And, using GPRS (General Packet Radio Service) data transmission, they can process credit card transactions, and then print out receipts.

But perhaps Tele-Taxi's most impressive technological innovation is its automatic booking system. For that, it turned to a local Alcatel-Lucent Business Partner, who brought in Alcatel-Lucent's own Professional Services department.

TRAFFIC BOTTLENECK

In 2005, Tele-Taxi was experiencing difficulties with its contact center. Even though it had many telephone lines and agents, these were struggling to cope with the volume of booking calls that were being received at peak times. This meant not only that bookings (and revenues) were being lost, but also that callers – including regular customers – were dissatisfied because they could not get through to book their cabs. And the last thing a taxi company wants to do is alienate its regular customers.

Because Tele-Taxi is an acknowledged innovator, it immediately looked for a technological solution. It carefully assessed the offerings of all the leading vendors, and, after exhaustive research, opted for an Alcatel-Lucent solution from a local Alcatel-Lucent Business Partner.

TOP GEAR

The solution that Tele-Taxi decided upon was an Alcatel-Lucent **OmniTouch**™ Contact Center Interactive Voice Response (CCIVR) application, running on an Alcatel-Lucent **OmniPCX**™ Enterprise r6.0 communication

Because Tele-Taxi is an acknowledged innovator, it immediately looked for a technological solution. It carefully assessed the offerings of all the leading vendors, and, after exhaustive research, opted for an Alcatel-Lucent solution from a local Business Partner.



Tele-Taxi seems to have thrived while using the Alcatel-Lucent solution. When the systems were implemented in 2005 they used 16 lines and supported 15 contact center agents. Just over three years later, the company has 50 lines and 36 agents.



server platform, a combination that would deliver the very best in interactive technology. This would be integrated with the company's existing customer database, which already stored the usual telephone numbers and pick-up addresses of regular users.

The advantage of this integration was that Tele-Taxi already had most of its regular customers' telephone numbers in its database. Given access to these, the Alcatel-Lucent solution would be able to offer many more functionalities based on calling line identification (CLID), including one 'killer application'.

PICKING UP SPEED

Interactive voice response (IVR) is generally not popular with the public. Too many companies use its menus ("Press one for x service; press two for y service ...") to herd callers, and most people would prefer to avoid this annoyance and speak straightaway with a human being. However, as Tele-Taxi was soon to discover, callers are very happy to use IVR functionality as long as it provides them with genuine benefits, such as saving them time.

This was the basis for the 'killer application'. Once the Alcatel-Lucent solution was operational, regular users of the Tele-Taxi service would dial into the company's main telephone number, as usual. Using CLID, the system would check the number from which the call was being made against the customer database. Having recognized the number, it would then ask the caller whether a taxi was required right away from the usual pick-up address. If that were the case, the caller would press the 'one' button on his or her phone, and the system would automatically dispatch the nearest taxi. If he or she wanted to book a cab for later, or needed to be collected from a different address, then the caller would push the 'two' button, and would be connected with a contact center agent, who would make the booking manually.

DRIVING THE BUSINESS FORWARDS

The IVR automated booking service provides Tele-Taxi with three key competitive advantages. First, regular users love the convenience of making a confirmed booking of a cab, literally at the touch of a button. So the service helps to retain existing customers and attract new ones, who want to share in its advantages. Secondly, because so many bookings are being made automatically, contact center agents are freed up to provide a quicker and better service to those customers who need – or prefer – to speak to a human being. And, thirdly, the company saves money. According to research conducted by ContactBabel



in 2005, an IVR transaction costs a company on average 10 times less than an interaction with a contact center agent. With the high volume of calls that a taxi company in a European capital city handles, over a year that adds up to a worthwhile saving.

And, indeed, Tele-Taxi seems to have thrived while using the Alcatel-Lucent solution. When the systems were implemented in 2005 they used 16 lines and supported 15 contact center agents. Just over three years later, the company has 50 lines and 36 agents.

Small wonder, then, that anyone visiting the Tele-Taxi web site's home page (<http://www.tele-taxi.es/index.php>) will find that the most prominent item there promotes the IVR booking system, which Alcatel-Lucent technologies enable.

THE SMOOTHEST ROUTE TO BETTER BUSINESS

An Alcatel-Lucent Business Partner based in Madrid had won the Tele-Taxi contract and had overall responsibility for the project. Although the company had an impressive skill set, it wisely recognized that customizing the contact center application for this highly specialized use would require additional expertise. So it called in a team from Alcatel-Lucent Professional Services to complement its own staff.

Alcatel-Lucent Professional Services' involvement began with one of its experts working with Tele-Taxi to define the latter's needs and objectives. At the same time, the expert gained a detailed understanding of the company's organizational structure, business processes, and existing ICT infrastructure.

Having determined the requirements that the new systems would have to meet, and the constraints within which they would have to operate, the expert then worked with the Business Partner's team to draw up an appropriate architecture. Indeed, experts from Alcatel-Lucent Professional Services worked alongside that team throughout the customization and implementation stages, providing valuable support, guidance and knowledge.



As well as ensuring that the project proceeded smoothly the presence of Alcatel-Lucent Professional Services also enabled a significant transfer of knowledge to the Business Partner. In future, the Business Partner's staff would be able to undertake CCIVR work with confidence on their own.

Of course, any interruption of business when the new solution went live could have been potentially disastrous for Tele-Taxi. Therefore Alcatel-Lucent Professional Services staff stayed in place for eight days around the cut over date in order to be available to deal with any problems that might have arisen. At that time, they were also available to answer questions from the customer's end users and to allay any fears about this significant change to the company's way of doing business.

A CLEAR ROAD AHEAD

In reality, the implementation proceeded smoothly, and Tele-Taxi was so pleased with its new solution that it retained the local Business Partner and Alcatel-Lucent Professional Services to provide continuing enhancements to the call center.



www.alcatel-lucent.com

Alcatel, Lucent, Alcatel-Lucent, the Alcatel-Lucent logo are trademarks of Alcatel-Lucent. All other trademarks are the property of their respective owners. Alcatel-Lucent assumes no responsibility for the accuracy of the information presented, which is subject to change without notice.
Pictures: Alcatel-Lucent – Design: Living Stone – Content: Living Stone 01/2009 – All rights reserved © 2009 Alcatel-Lucent.

