

Directory Assistance Company Case Study



Industry

Service Provider

Country

North America

Challenge

The client was looking for a partner to help it keep its contact centre infrastructure operating effectively amidst global expansion.

Solution

In addition to rolling out an ICM system and hardware for a new data centre in the Philippines, Dimension Data helped the client upgrade its U.S. operations and provides ongoing support for the client's contact centre environment.

Results

- ▲ Dimension Data's skills and experience have enabled the organisation to scale its operations to capitalise on new market opportunities without sacrificing the quality of its services.
- ▲ Despite a 40 percent growth in network traffic over the past year, attendant support costs have only risen 18 percent.
- ▲ Dimension Data acts as the client's "trusted advisor," offering counsel to its senior executives to help optimise the performance of the company's current systems as well as its future requirements.

Dimension Data helps a rapidly growing directory assistance company keep pace with escalating call volumes and service level requirements.

A premier provider turned to Dimension Data to help it continuously upgrade and fully leverage its integrated contact management (ICM) capabilities

Dimension Data's skills and experience in call centre infrastructure and management have enabled the directory assistance company to scale its operations to capitalise on new market opportunities without sacrificing the quality of its services. Dimension Data has helped the company to integrate the existing systems within the companies it has acquired, and to select and deploy new systems to support its international growth.

Client Overview

Our client has established itself as one of the leading providers of independent directory assistance and enhanced information services in North America and Europe. The organisation employs thousands of customer service representatives and support personnel who manage hundreds of millions of listings at more than 20 locations around the globe. In total, the company handles more than one billion directory assistance calls each year. Over the past decade, the company has capitalised on an opportunity to expand internationally into geographies undergoing deregulation. In this context, the organisation decided to make a series of acquisitions and significantly upgrade its call centre management systems to make them more scalable and economical. The client needed specialised skills and resources to select, implement, integrate and manage the call centre management systems.

Business Challenge

Sustained growth in recent years has put the client under significant pressure to continue meeting its customers' (the telcos') stringent Service Level Agreements (SLAs) for the provision of directory assistance to end users. The company needed a critical operations partner that could act as an extension of its staff to keep its call centre infrastructure operating effectively and thus avoid outages that would make it liable to pay penalties to its clients for missed SLAs.

Relationship History

Dimension Data's role with the organisation has grown from a transaction-oriented relationship to one of critical operations partner, and is evolving to "trusted advisor" status. Since Dimension Data spends so much time in the client's environment, it has built a knowledge base comparable to that of the client's own engineers. Dimension Data's team, led by its service delivery manager, helps the organisation resolve issues that span multiple manufacturers, including Cisco. The client now leverages Dimension Data's team to help it plan, design, project manage, stage, test, certify and monitor its systems. Dimension Data personnel meet with the organisation's senior executives and operations staff regularly to review current performance and discuss future needs. Dimension Data is currently working with the company to identify areas of additional data centre savings and to evaluate its security and storage requirements going forward.

Services Provided

The directory assistance company first turned to Dimension Data in 2001 to help integrate the existing systems within the companies it had acquired, and to select and deploy new systems to support this international growth. The client selected Dimension Data because of its in-depth expertise with leading ICM solutions from Cisco, as well as its ability to integrate them with ICM systems from Avaya and Aspect. The company was also seeking an experienced supplier with global reach that could build on its status as a strategic operational partner and grow into a “trusted advisor,” offering counsel to its senior executives and operations staff members – and help them optimise the performance of their current systems and fully understand their future requirements.

Dimension Data provides the organisation with specialised ICM professional services staff to help it integrate existing systems and plan, build and manage new Cisco-based, IP telephony (IPT) systems across its international operations. The Dimension Data team worked closely with the client’s senior executives and side-by-side with operations staff members to help them consolidate their existing systems and roll out new systems that support its future requirements. Dimension Data provided the technical expertise and resources to support the company’s rollout of the ICM systems and hardware for its new data centre in the Philippines. Dimension Data’s team also helped the client upgrade its U.S. operations, participating in the testing and deployment of the new systems. In addition, the company relies on Dimension Data for support and monitoring of its IT infrastructure, especially its call centre environment. This support is delivered via Dimension Data’s Uptime powered by Cisco Services offering, which features value-adds such as customised SLAs, assigned service delivery management and fast-track RMAs that provide the company with assurance that its operations will run efficiently. Remote

monitoring of the company’s infrastructure is provided via Dimension Data’s Insite monitoring service, which tracks system availability and performance. Both services are backed by Dimension Data’s network of five Global Service Centres. The Dimension Data team works with the company’s in-house staff to coordinate resolution of any technical issues.

How We Delivered

Dimension Data demonstrates a holistic approach to Service Delivery with its Services Continuum, allowing clients to engage at any point and in any order. At each stage, Dimension Data uses proven methodologies, which are governed by industry best practice and integrated toolsets. Our initial engagement with this client was in the **Build** Service function where we co-ordinated the rollout of the ICM systems and hardware for the company’s new data centre in the Philippines. Dimension Data’s team also helped the company upgrade its U.S. operations, also as part of the **Build** Service function. Our most recent engagement has been in the **Support** Service function, where we provide proactive network monitoring of the client’s call centre environment through our Uptime powered by Cisco Services offering.

Value Derived

Although the company has experienced greater than 40 percent growth in network traffic over the past year, support costs have only risen by 18 percent. Dimension Data’s skills and experience have enabled the organisation to scale its operations to capitalise on new market opportunities without sacrificing the quality of its services. In addition, the company has seen significant decline in the penalties it incurred for missed SLAs with its telco clients due to outages. By leveraging Dimension Data’s services, the organisation has strengthened its competitive advantage significantly.

