

Internet Domain Name Registrar



Dimension Data Increases Contact Center Capacity in Anticipation of Phone Blitz Due to Super Bowl Advertising

With just a week to go, Dimension Data's world-class resources and skills saved the day as Super Bowl advertising sends call volumes through the roof.

Industry

Technology

Country

North America

Challenge

With a week to go before the Super Bowl, an Internet Domain Name Registrar faced an operational crisis – it was unable to find the resources needed to expand its contact center capacity to handle the anticipated spike in call volumes.

Solution

Customer Interactive Solutions

Results

- ▲ Within a week, Dimension Data increased the capacity of the call center by 500 agents.
- ▲ Internet Domain Name Registrar met its projected sales increases.
- ▲ The solution resulted in enhanced customer service.
- ▲ Based on the positive results, the Registrar is using Dimension Data to overhaul its entire contact center infrastructure.

Executive Summary

With a week to go before the Super Bowl, an Internet Domain Name Registrar faced a crisis – it had been unable to expand the capacity of its existing Cisco contact center, which would be overwhelmed by the spike in call volumes as a result of Super Bowl advertising. Dimension Data worked closely with the Registrar to increase the capacity of its contact center to meet business and technical requirements most effectively. Working within a tight timeframe, Dimension Data increased agent capacity on the Registrar's Cisco Unified Contact Center Enterprise (UCCE) system by 500 agents. The process also involved the addition of two new CallManager subscribers, two Peripheral Gateway (PG) servers, one CAD server and one CAD monitoring server. This solution enabled contact center agents to handle the significant spike in call volume on game day without sacrificing customer service.

Client Overview

Founded in 1997, the Internet Domain Name Registrar has grown to include more than 23.7 million domains under management and offers a complete product line including comprehensive hosting solutions, Web site creation tools, Secure SSL certificates, personalized e-mail with spam and anti-phishing filtering, e-commerce tools and more.

Business Challenge

At peak viewing, the Super Bowl attracts about 100 million viewers, and each of the 101 commercials aired during the game has a \$2.5 million plus price tag. This significant marketing investment can have huge returns, and the Registrar expected call volumes at its contact centers to spike significantly.

Leading up to the Super Bowl, however, the Registrar faced an urgent logistical crisis. It had been unable to find the resources to expand the capacity of its existing Cisco contact center. With only a week to go before the Super Bowl, the Registrar was committed to its advertising, but it lacked the operational capacity to deal with the anticipated surge in call volumes. It would be unable to capitalize on its significant marketing investment and gain business from the interest generated from its exposure to the massive Super Bowl viewership.

Internet Domain Name Registrar

Relationship History

Cisco reached out to Dimension Data to assist the Registrar at short notice because of Dimension Data's expertise in the contact center field and longstanding relationship with Cisco. Dimension Data had the resources and skills to provide a top-notch, workable solution within an extremely short timeframe.

How We Delivered

Tasked with increasing agent capacity on the Registrar's existing Cisco UCCE system, Dimension Data implemented a dual set of PGs, one CAD server and one CAD monitoring server. Dimension Data also loaded the associated configuration and scripting for 500 agents – all within one week!

In addition to meeting the critical, short-term need to augment the Registrar's contact center capacity by 500 agents, Dimension Data also utilized the Registrar's existing technology to increase contact center capacity to include 1,200 concurrent agents, who are still in place. These improvements enabled the Registrar to handle the large increase in calls that immediately resulted from its Super Bowl advertisement, as well as handle what has become a sustained increase in call volume.

Solution Provided

Technical Surveyor. Dimension Data analyzed the infrastructure components of the system. As part of this effort, Dimension Data performed an audit of the application and call flow configuration to ensure that the Cisco Intelligent Contact Manager (ICM) components were configured optimally for call center performance. Findings from these audits were documented and presented to the Registrar.

Dimension Data also led a design workshop with the Registrar's employees to gather business requirements. Dimension Data documented call flows that could be built into the new system. As a result of the workshop, the Registrar received micro-design documents and ready-for-use test plans.

Infrastructure Readiness. Dimension Data provided the design framework as it related to UCCE components. In addition, Dimension Data provided performance specifications for the network infrastructure.

ICM and IP-IVR Build. Dimension Data installed ICM components at the hardware and software levels. For Cisco UCCE, this included Peripheral Gateways, Cisco CTI and CTIOS servers, a Cisco CAD server and a Cisco CAD monitoring server.

Dimension Data also performed Cisco UCCE infrastructure testing to verify basic functionality and fault tolerance, as well as to ensure the infrastructure was prepared for the application development phase.

Dimension Data performed Cisco UCCE call flow testing to verify system operation and functions, system integrity, scalability and fault tolerance.

Value Derived

As anticipated, a surge in call volume occurred due to the Super Bowl placement, which generated between 2-3 million Web hits overnight! Due to Dimension Data's assistance, the Registrar's improved contact center network infrastructure was able to handle all of the calls seamlessly. The Registrar was set up to receive between 60,000 to 70,000 calls a day.

The solution provided by Dimension Data enabled the Registrar to meet the projected sales increases as a direct response to the Super Bowl advertising. If the need for additional agent seats prior to the advertisement had not been filled, the Registrar would have lost potential sales because all calls could not have been processed.

In anticipation of future advertising campaigns, the Registrar is now utilizing Dimension Data to overhaul its contact center infrastructure with the latest in Cisco contact center technology. This process includes a ground-up rebuild of its entire set of call flows.