



IGT improves services and reduces costs with a state-of-the-art contact center and video collaboration

International Game Technology:

Size: More than 12,000 employees

Industry: Gaming and Lottery Services

Location: Worldwide

Headquarters: London, United Kingdom

Solutions

- Unified contact center improves efficiency and customer service
- Video collaboration supports innovation and increases engagement internally and with customers.
- Flexible collaboration endpoints accommodate multiple uses

For More Information

For more information about Cisco Collaboration solutions, visit <http://www.cisco.com/c/en/us/solutions/collaboration/index.html>

International Game Technology (IGT) is a global leader in gaming and lottery services, designing and producing the systems retailers depend on to satisfy consumer demand for Powerball, Mega Millions, Mega Jackpots and other popular games. Any downtime for these machines comes at a great cost to lottery retailers, and gaming and casino customers, which means that IGT's contact center must be incredibly responsive.

Challenge: Providing World-Class Service

"Our customers expect great service, and some demand that we answer 95 percent of calls within 35 seconds or pay a penalty," says Michael Carpenter, director of Operations and Technology Services for IGT contact centers. "With agents distributed across five contact centers, we need automated tools to help us meet those service level agreements."

For nearly eight years, IGT has used Cisco® contact center solutions to share calls across its U.S. contact center footprint and expedite the time it takes to connect customers to an agent. By intelligently routing calls and minimizing handling time, IGT has elevated its contact center to world-class standards, culminating in IGT

being ranked number one internationally for best technology innovation by Contact Center World in 2015.

"It's gratifying to know that the best practices we've put in place using Cisco tools have made our contact center among the best in the world," says Ian Hyatt, vice president of Global Field Service. "We're enabling just 130 contact center agents to answer 1.2 million calls annually while providing excellent service. Previously, we would have needed at least 200 agents to handle that volume."

Capturing Valuable Contact Center Data

IGT also benefits from the wealth of data available for mining and analytics, which helps the company produce accurate, easy-to-read reports for customers. "It's very easy to pull data from Cisco Unified Contact Center Enterprise into our CRM system and give our customers access to it," says Kenneth McGovern, principal engineer at IGT. "We're getting the metrics we need to provide transparency and prove our performance."

Enhancing Collaboration with Video

To improve internal communication, deliver quality remote training, and develop customer relationships, IGT also uses

With Cisco Collaboration solutions, IGT:



Can meet stricter service-level agreements (SLAs) for call handling



Reduced travel expenses and cost per call



Improved contact center efficiency by 32 percent

Cisco video collaboration at all levels of the business. “We needed a bulletproof contact center solution that would allow our lottery retailer customers to get through quickly and video collaboration to unify our distributed organization,” says Hyatt. “The technology that we ended up with is a true differentiator for IGT. None of our competitors have anything even close.”

Desktop video-conferencing units are used in dedicated offices, while larger video room systems are used in conference rooms to connect employees to training sessions with no travel required.

“People took a bit of time to get comfortable using video, but now adoption is very good,” says Carpenter. “Years ago, I was camera shy, too, but I got over it. Our Cisco video collaboration endpoints provide crystal clear video, so you don’t have to worry about the quality of any interaction. Cisco is breaking the perception that video collaboration is unreliable: you no longer have to worry about how clearly your face and voice are coming across when you’re on a video call.”

Strengthening Customer Relationships

Technology-savvy customers, such as state lottery commissions are demanding video for remote meetings and IGT is happy to accommodate them. Employees are now more accountable, and engineers can collaborate face to face for better solutions. “With video being so easy to use, people are more engaged,” says Carpenter. “It’s much more effective than a voice-only conference call—and it’s much more personal. The ability to see someone creates more familiarity, helping to unify our teams and maintain strong relationships with our customers.”

Setting up the collaboration endpoints takes minutes, and all Cisco components are designed to integrate easily. “It just works,” says McGovern. “For example, our Cisco IP Phones have the flexibility to be used for audio calls and video calls, as well as with our contact center solution. I like that Cisco makes products that are compatible and interoperable.”

Products and Services

Customer Collaboration

- Cisco Unified Contact Center Enterprise

Conferencing

- Cisco WebEx® Meeting Center

Collaboration Endpoints

- Cisco DX Series
- Cisco TelePresence MX Series
- Cisco TelePresence SX Series
- Cisco Unified IP Phones 7900 Series



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