

## Unified Contact Center Gains Technological Edge Over Competition With Cisco

### EXECUTIVE SUMMARY

#### Customer Name

- Teledirect Telecommerce (M) Sdn Bhd

#### Country

- Malaysia

#### Industry

- Contact Center

#### Business Challenge

- Business continuity concerns
- Legacy PABX unable to scale-up cost-effectively

#### Network Solution

- Cisco Unified Contact Center Express solution, consisting of:
  - Cisco Unity
  - Cisco Unified IP Phones 7970G
  - Cisco IP SoftPhones
  - Cisco Unified IP Conference Station 7936
  - Cisco Unified Wireless Network
  - Cisco 2811 and 2821 Voice Gateway Routers
  - Cisco Catalyst 4000 Series Switches
  - Cisco Secure Access Control Serve

#### Business Value

- Ensuring consistently available operations
- Savings on maintenance & network cabling
- Cost-effective scalability

Cisco Unified Contact Center Express solution provides Teledirect Telecommerce (M) Sdn Bhd with the ability to lower its operating costs, and gives the assurance of business continuity to its clients

Teledirect has charted a pioneering path in the field of outsourced telecommerce, implementing over 3,000 successful programs across 20 Asian markets, successfully acquiring over 2 million customers and counting. Founded in Singapore in 1995, Teledirect has since set up call center operations across the region. Chief amongst these is Teledirect Telecommerce (M) Sdn Bhd, which supports the company's telecommerce efforts for the financial, IT and telecommunication sectors, and is based out of Kuala Lumpur, Malaysia.

According to Mr. Francis Chung, Managing Director for Teledirect Telecommerce (M) Sdn Bhd, improving current call center performance is integral to maintaining the organization's edge over the competition. "We decided that amongst other essential measures, we need to utilize the latest communications technology to help us lower our costs and to improve our ability to deliver new capabilities to our clients, if we wished to stay ahead."

### Business Challenge

#### Business continuity concerns

With a large portfolio of clients from the finance and services sector, Teledirect found that its traditional communications system simply did not provide the capacity for business continuity typically demanded by customers.

"The recent avian flu scare in the region made us more aware of the kinds of disruptions that could strike our business, and the way we were possibly ill-prepared to deal with them. Our traditional system didn't offer us the kind of mobility that could ensure the key parts of our organization – the personnel, functions, and processes – would be still be up and running in the event of a disruption, while being continually supported by resilient communications," said Mr. Chung.





“It’s no exaggeration to say that Cisco’s technology has given us a technological edge over our competitors, since it allows us to achieve new levels of service at lower costs. This is particularly true for the banking and finance sectors, where customers need our services to be consistently available to them.”

- Mr. Francis Chung, Managing Director for Teledirect Telecommerce (M) Sdn Bhd

### Legacy PABX unable to scale-up cost-effectively

The legacy PABX system also proved ineffective in scaling up to serve more users. Network cable installations and re-configurations costs came with every additional end-user. According to Mr. Chung, “Given the speed at which our company was growing, we found it difficult to scale up the PABX infrastructure to support new agents without incurring heavy costs.”

Teledirect had decided to expand its call center operations to a new location in Kuala Lumpur, in order to support growing demand for its services. According to Mr. Chung, the new office presented Teledirect with a ‘greenfields’ opportunity to implement an IP-based unified contact center system that would help to address their business challenges.

### Network Solution

Teledirect professes that its thorough knowledge of Cisco’s solutions aided the organization greatly in the process of choosing Cisco as its vendor. “Our company conducts telecommerce efforts for Cisco products, so we were already very familiar with the solutions they had to offer. After all, our call center agents describe these solutions to potential Cisco customers every week!” said Mr. Chung. He added, “We were particularly impressed with Cisco Unified Contact Center Express solution, and we found that its technical capabilities stood a head above the other vendors we considered.

According to Teledirect, what also clinched the deal were considerations of total cost of ownership (TCO). “After our experience with the legacy PABX system, we decided that a solution would be best evaluated based on TCO. We were looking for a solution which would help us to significantly lower the TCO, by alleviating most of the strain on our IT support resources.”

He added, “So it was only natural that we looked to Cisco, well-known as it is for the reliability of its solutions. With the implementation of Cisco Unified Contact Center Express solution, we were looking forward to savings in the long-run from reduced maintenance and troubleshooting requirements.”

The Cisco Unified Contact Center Express infrastructure implemented at Teledirect’s new office premises consisted of Cisco 2811 and 2821 Voice Gateway Routers and Cisco Catalyst 4000 Series Switches. Applications operated upon a secure, scalable and cost-effective Cisco Unified

Wireless Network so agents could enjoy “anytime, anywhere” access to information, while Cisco Unity delivered powerful voice, integrated, and unified messaging options that worked with existing collaborative software. Cisco IP SoftPhones were used in conjunction with Cisco Unified IP Phones 7970G to provide mobility options for 150 contact center agents while providing enhanced, intuitive user interfaces for communication. A Cisco Unified IP Conference Station 7936 also provided superior conferencing capabilities with clients and headquarters.

“Each of these solutions operated on a common IP infrastructure that converged voice, video and data. So we experienced cost benefits across the board, thanks to simplified network cabling and administration,” said Mr. Chung.

Along with Cisco’s local implementation partner IBM, Teledirect began working on implementing the Cisco Unified Contact Center Express infrastructure in its new office space in October 2006, and within one and a half months, its communications system was up and running. “We were very pleased with the whole process, from design to implementation. Cisco’s consultants were available and helpful, and the entire process was smooth-going and efficient.”

### Business Value

#### Ensuring consistently available operations

According to Teledirect, Cisco Unified Contact Center Express answered the organization’s need for full redundancy capabilities in the face of disruptions. Mr. Chung explained, “Take SARS, for instance. Many call centers would not be able to operate in the event of quarantine requirements and absent agents. We cannot afford to take any risks by being unprepared for such possibilities. Our clients need to be assured that we would be able to serve their needs, regardless of the local situation.”

Cisco Unified Communications Manager was ideal for business continuity requirements, by supporting multiple levels of server redundancy and survivability. The Cisco Unified Contact Center Express infrastructure also provides agents with the ability to work ‘anytime, anywhere’. This would allow them to work from other locations in the event of disruptions like avian flu or SARS. “Our clients, from the banking and finance sectors are a lot more confident about our ability to offer them telecommerce services on a continuous basis,” Mr. Chung explained.

### Savings on maintenance

According to Mr. Chung, the adoption of Cisco Unified Contact Center Express has also reduced IT support requirements. Drawing comparisons with Teledirect's first office in Kuala Lumpur, he explained, "Our first office is still based on traditional PABX. In comparison, I'd say the IT support requirements of our new office based on Cisco Unified Contact Center Express are significantly lower."

He continued, "We previously had to endure disruptions to operations whenever we needed to add new capabilities, because the legacy PABX required a lot of work to interface smoothly with 3rd-party applications. With a Cisco solution built on IP standards, new applications can be easily added on with minimal disruption and maintenance requirements."

### Cost-effective scalability

"Cisco Unified Contact Center Express has provided us with a highly scalable call-processing solution. With Cisco Unified Communications Manager, for example, we do not have to go through the tedious process of re-configurations, and make costly purchases of network cables just to add more end-user IP telephony devices," Mr. Chung explained.

He added, "Our 150-seat office is currently working at only a third of its capacity. We hope in the near future to scale up operations to maximize our full potential. With the Cisco Unified

Contact Center Express solution currently in place, we don't foresee any major cost increases in the process."

The Cisco Unified Contact Center Express solution occupies a significantly smaller physical footprint than PABX systems, which has helped reduce facilities costs even further. Mr. Chung explained, "Rental in Kuala Lumpur is expensive. So the ability to reduce the footprint of our communications equipment allows us to save on rental costs, or to accommodate more call agents."

### Future Plans

In addition to answering Teledirect's needs for a highly available and scalable communications solution, Cisco Unified Contact Center Express has provided an essential foundation for advanced capabilities, including video, mobility, and presence-based services.

"We are considering offering our clients new services like multimedia conferencing and interactive multimedia response systems," said Mr. Chung. "The foundation set by Cisco Unified Contact Center Express will give us the ability to deploy these services, if required, in the near future."

He added, "We can only expect Cisco Unified Contact Center Express to take us even further in our quest to stay ahead of the competition, while helping us offer services that take care of our clients' needs more comprehensively."



Americas Headquarters  
Cisco Systems, Inc.  
170 West Tasman Drive  
San Jose, CA 95134-1706  
USA  
www.cisco.com  
Tel: 408 526-4000  
800 553-NETS (6387)  
Fax: 408 527-0883

Asia Pacific Headquarters  
Cisco Systems, Inc.  
168 Robinson Road  
#28-01 Capital Tower  
Singapore 068912  
www.cisco.com  
Tel: +65 6317 7777  
Fax: +65 6317 7799

Europe Headquarters  
Cisco Systems International BV  
Haarlerbergpark  
Haarlerbergweg 13-19  
1101 CH Amsterdam  
The Netherlands  
www-europe.cisco.com  
Tel: +31 0 800 020 0791  
Fax: +31 0 20 357 1100

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