

How Cisco IT Reduced Linksys Contact Center Outsourcing

Cisco Unified Intelligent Contact Management reduces outsourcing costs by improving contact center management and support.

BUSINESS BENEFITS

- Annual savings of US\$1.1 million
- Increased efficiency in call handling
- Ability to improve caller service
- Reduced need for IT management and support
- Carrier gains a potential new service offering

“For the current volume of Linksys calls, we estimate total cost savings of US\$1.1 million per year.”

– Jim Robshaw, senior manager

Linksys® sends nearly all calls for sales and support assistance to outsourced contact centers in multiple countries. A division of Cisco Systems®, Linksys receives an average of 20,000 calls per day, with volumes during peak periods of up to 50,000 calls per day. Given these high volumes, the fundamental call routing design was both inefficient and costly.

Cisco IT implemented a new solution for call pre-routing by the carrier. This solution was designed around a link between two Cisco® Intelligent Contact Management (ICM) systems—one deployed internally at Cisco and the other deployed at the carrier; communication with the carrier’s Cisco Customer Voice Portal (CVP) system; and use of Cisco ICM Pre-Routing® technology.

Calls are intelligently routed before received by Cisco. When a call is received on a Linksys toll-free number for North America, it is answered by the carrier’s Cisco CVP, which collects basic information for routing. The carrier holds the call in its own network while it queries the central Cisco ICM system for instructions, usually routing the call to one of the outsourced centers without ever sending the call to the Cisco network.

This pre-routing solution has yielded significant cost savings for Linksys, estimated at US\$1.1 million annually. The lower per-minute costs for call handling will continue to produce savings as the company grows and handles more calls.

Cisco IT and the carrier have also realized benefits. Cisco IT has reduced circuits, equipment elements, and the associated support and maintenance activity. The carrier can choose to offer pre-routing services to other customers that operate multiple contact centers and have a compatible call processing infrastructure.

Maximizing the business value of outsourcing. Linksys managers can now focus more on improving caller service and optimizing performance in all contact centers.

Case Study: http://www.cisco.com/en/US/about/ciscoitwork/case_studies.html

FOR MORE INFORMATION

To read the entire case study or for additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT www.cisco.com/go/ciscoit

NOTE

This publication describes how Cisco has benefited from the deployment of its own products. Many factors may have contributed to the results and benefits described; Cisco does not guarantee comparable results elsewhere.

CISCO PROVIDES THIS PUBLICATION AS IS WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

Some jurisdictions do not allow disclaimer of express or implied warranties, therefore this disclaimer may not apply to you.



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

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

©2007 Cisco Systems, Inc. All rights reserved. CCVP, the Cisco logo, and the Cisco Square Bridge logo are trademarks of Cisco Systems, Inc.; Changing the Way We Work, Live, Play, and Learn is a service mark of Cisco Systems, Inc.; and Access Registrar, Aironet, BPX, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Enterprise/Solver, EtherChannel, EtherFast, EtherSwitch, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, IP/TV, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, LightStream, Linksys, MeetingPlace, MGX, Networking Academy, Network Registrar, Packet, PIX, ProConnect, ScriptShare, SMARTnet, StackWise, The Fastest Way to Increase Your Internet Quotient, and TransPath are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0705R)