

hp success story



radiolinja builds a contact centre for the future

In Finland, penetration of mobile communications is extremely high. With three-quarters of the population owning a mobile phone, success for operators rests on the use of innovative services to retain existing customers. This has led Radiolinja, the country's second largest operator, to implement a new contact centre solution based on Internet Protocol (IP) technology.

"Our existing contact centre was based on outdated technology," explained Risto Kallio, IT manager at Radiolinja. "We needed a new IP-based infrastructure that would support intelligent contact routing and automated services, with the flexibility to support data and voice on the same network, and to add new sites easily."

For voice communication, the use of Voice-over-IP (VoIP) technology would enable the introduction of new functionality



such as skills-based routing. Customers also wanted to communicate with the contact centre using other channels such as SMS messaging, email or the Web. To implement an infrastructure that would meet all these needs, Radiolinja brought in HP Consulting and a solution based around Cisco's IP Contact Centre (IPCC).

experienced partner

"We wanted an implementation partner who had wide experience of contact centres and a detailed knowledge of the specific products involved," said Kallio. "HP Consulting impressed us because it made a real effort to understand our needs and offered us a reliable, open solution."

HP Consulting acted as project manager and system integrator for the implementation, with Votek as a partner. The overall solution incorporates Cisco's Intelligent Contact Management (ICM) and CallManager software, as part of Cisco IPCC. The interactive voice response (IVR) solution is based on the Votek TElement and HP OpenCall SS7 platforms, with Votek's Power Dialer for outbound dialling. HP

challenges

- Retain existing customers in the face of competition
- Introduce new automated services quickly
- Replace outdated contact centre technology

solution

- Switch to IP technology
- Engage hp Consulting as project manager and systems integrator
- Base new infrastructure on Cisco IP Contact Centre and Votek IVR solution
- Integrate contact centre and CRM solutions

results

- Better, faster customer service
- Technologies such as skills-based routing support automation of services
- Customers can use multiple channels to communicate with the contact centre

why hp?

- Wide experience of contact centres
- Detailed product knowledge
- Focus on customer needs
- Use of open technology

customer at a glance:



industry sector: Mobile communications
name: Oy Radiolinja Ab
headquarters: Espoo, Finland
founded: 1988
telephone: +358 9 435661
number of employees: appr. 1,250
URL: www.radiolinja.fi

technology highlights:

- System integration and project management services from hp Consulting
- Cisco IP Contact Centre
- Cisco Intelligent Contact Management (ICM)
- Cisco CallManager
- Votek TEElement
- hp OpenCall SS7
- Votek Power Dialer
- 1 x hp 9000 Model L2000 Enterprise Server
- 1 x hp Model A180C Enterprise Server
- hp MC/ServiceGuard
- hp OpenView GlancePlus
- 15 x hp Netserver LPr
- 1 x hp Visualize B2000 workstation
- Nortel Clarify CRM solution

Pub. No. 5980-6670EE
July 2001

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Risto Kallio, IT manager, Radiolinja

also integrated the system with Radiolinja's customer relationship management (CRM) application.

superior solution

The solution is being used at three contact centres. Once all the functionality has been rolled out, customers will be able to contact Radiolinja using multiple channels. Skills-based routing is expected to play a major role, for example by enabling calls from the most important customers to be recognised automatically and given priority. Also, customers belonging to Finland's Swedish-speaking minority can have their calls routed to agents that speak their own language. At the same time, integration with the company's CRM systems will enable agents to view the customer's full contact history. It will also be possible to quickly introduce new automated services.

"The new solution will enable us to serve our customers faster and better, using a variety of automated services. In an industry sector where customers can change suppliers easily, this is critical to our future success," commented Kallio.

"We are confident that by engaging the services of HP Consulting, we have implemented a superior solution. These people are real professionals, but they are also very easy to work with."

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Risto Kallio, IT manager, Radiolinja

partner:



company: Cisco Systems
headquarters: San Jose, California, USA
founded: 1986
telephone: +1 408 526 8252
number of employees: 43,000
annual revenues: \$18.9 billion (EUR 22 billion approx.)
URL: www.cisco.com
business: Provider of networking solutions
product: Network-related hardware products; Cisco IOS software; technical support and professional services

partner:



company: Votek Oy
headquarters: Pori, Finland
founded: 1991
telephone: +358 2 6250 5111
number of employees: 50
URL: www.votek.com
business: Supplier of value-added services for telecom networks
product: Votek TEElement platform, Votek Unified Communications, IVR applications and intelligent network services



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Published in Americas 5980-6907EE
July 2001