

How Cisco IT Migrated High-Volume Linksys Contact Center to IP Network

Cisco Unified Contact Center solution receives and routes 40,000 calls per day while providing greater flexibility and availability.

BUSINESS BENEFITS

- More flexible call routing
- Better support infrastructure
- Ability to make instant adjustments
- Rapid provisioning of new 800 numbers
- Business continuity
- Simpler moves, adds, and changes

“At the time of acquisition, the Linksys contact center served more than 16,000 calls per day, which made upgrading our contact center technology critical to our ability to scale the business. We needed a scalable call center solution that also would drive operational efficiencies over the long term.”

– Steve Gordon, Vice President of Linksys Services

When Cisco Systems® acquired Irvine, California-based Linksys in mid-2003, Linksys contact center volume surpassed that of the other 60 Cisco® contact centers combined. The existing Linksys PBX system was already strained to capacity, and call center volume was projected to grow from 16,000 calls per day to 40,000.

Linksys needed a scalable call center solution that also would drive operational efficiencies. The solution would need to intelligently route 99 percent of incoming calls to two outsourced call centers in India and one in the Philippines. California was, at that time, suffering widespread electrical outages that could not be allowed to bring down the contact center. Linksys had a contract with a carrier that did not support pre-routing, in which the carrier routes calls based on caller’s menu selection. Therefore, the contact center would need an infrastructure that could support post-routing, and receive and route tens and thousands of calls each day.

The solution: Cisco IP Contact Center (IPCC). By using the same solution enjoyed by other Cisco contact centers, the Linksys contact center would enjoy the benefits of centralized management and support from the Cisco Global Support team.

The Linksys Contact Center now receives and routes nearly 40,000 calls per day. Contact center managers can adjust the volume of calls sent to each outsourcer on a minute-by-minute basis—which would be required in the event that one of the outsourcer’s voice circuits failed, for example—without any involvement by the carrier.

Now, when Linksys introduces a sales promotion, the contact center can activate new 800 numbers in a matter of hours, compared to days required with the original contact center technology. In addition, improved availability and support, and redundant data centers, servers, and tele-communications facilities help ensure business continuity. If problems do arise, they’re easier to resolve now that the Linksys contact center is part of Cisco Global Contact Center operations. Moves, adds, and changes are simpler as well—contact center agents can move to another desk in a few seconds by simply disconnecting their Cisco IP phones and reconnecting them in the new location.

Between August and December 2004, the Cisco IPCC for Linksys routed 2.2 million calls

Case Study: http://www.cisco.com/web/about/ciscoitwork/case_studies/ipcommunications_dl9.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

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