

*"InTech has done  
small and large  
city-government  
systems with huge  
success. Very  
thorough, very  
professional, very  
competent."*

Telecommunications executive,  
Leading cruise line

## Case Study: System Stabilization and Redesign

Stabilized and redesigned a complex multi-vendor environment for a fast-growing 311-call center

### Client

**Largest municipal government in North America**

### Situation

The city's 311-contact center is a 24x7 single source for all non-emergency citizen calls. The contact center was serving millions of residents and handling 40,000 calls daily; demand for the service was growing much faster than expected. The environment was increasingly strained and the multiple vendors comprising the system made it challenging to pinpoint the source of the problems. The client needed a single, independent and objective source to manage the vendors and technology.

### Solution

InTech assessed the voice, data and contact center technology (including scripting and custom reporting) and all third party adjunct applications within the first month. Working with the existing products and technology investments, InTech designed, architected and implemented a move to a highly stable, predictable platform, which involved integrating the needs of dozens of different city agencies; improving the contact center's call scripting and flow; and reprogramming the PBX to eliminate weak points and stress points, and provide back-up systems. InTech also implemented formal change control processes and anticipatory processes to provide daily systems audits and advance warnings of systems problems. New communications processes were also created so the vendors could work more effectively together.

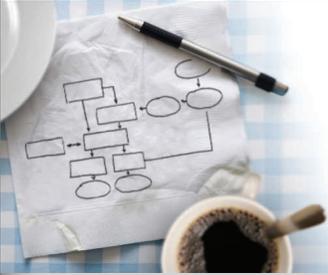
### Results

The system has since peaked at 250,000 calls in one day and an extraordinary 2.5 million calls in a month, without a hitch. With a stable platform, the client has been able to add new processes and operate in a more dynamic environment, which is essential for meeting the changing needs of a vibrant city.

### About InTech

InTech is an independent global communications consultancy offering high-value managed services enhanced by 25 years of consulting expertise. InTech's Managed Services for Voice and Data are distinguished by high-touch customer service, worldwide resources, continuous process improvement, and consistent client communications. Our Consulting Services align communications with business strategy and processes by designing innovative technical solutions that make people, products and technology work better.

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305 Exton Commons | +1.610.524.8440 fax  
Exton, Pennsylvania  
19341-2450 USA | [www.intech-group.com](http://www.intech-group.com)



## Case Study: Contact Center Crisis Intervention

Solved IVR integration problem causing repeated failures in contact center system

*“The InTech team has great technical skills, and even more importantly, their teamwork and customer service are fantastic.”*

Head, Connectivity Services,  
Global Communications  
Company

### Client

Leading financial institution

### Situation

Working with the product vendors and manufacturers, the client had been trying for 6 months to integrate an IVR system into its contact center environment. Repeated attempts to make it work had resulted in crashing the 24x7 contact center, negatively affecting the bank’s customers and its reputation. InTech was called upon to find the problem no one else had been able to solve.

### Solution

InTech responded in SWAT-team fashion, performing a holistic but fast review of all systems, networks and servers (not only the contact center and IVR systems), developing detailed drawings of how things worked. The InTech team methodically matched every system implementation step against the manufacturer’s specifications and definitions, identifying some that were not compliant. InTech developed a thorough step-by-step implementation process, complete with detailed drawings, for all parties involved (manufacturers, vendors, client) and managed the integration, which worked flawlessly. There was no contact center downtime, because the integration work was performed during low-load windows and all calls were handled by extra PBX and ACD devices that InTech discovered during its site review. InTech also took advantage of the service window to fix unrelated systems errors uncovered by the analysis that—while not creating problems in the present—would create problems in the future with defined upcoming manufacturer software changes.

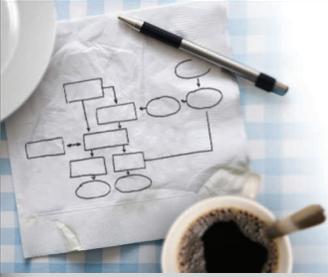
### Results

The system was stabilized and the integration project completed without service interruption. The InTech team’s understanding of how all the parts work together and their ability to quickly grasp the big picture allowed them to identify problems where product specialists operating in functional silos could not. The secondary system developed to handle the load during the system repair work is still being used by the client today as a standby system. The system stabilization allowed the client to move beyond crisis management and focus on planning contact center expansion.

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Consultant program manager,  
Global communications  
manufacturer

## Case Study: Design and Build New Call Center

Designed and built a new 850-seat call center from the ground up in 6 months

### Client

**Internet DSL provider for 32 markets**

### Situation

Fast-growing internet services provider needed to build and staff a new state-of-the-art call center facility to support an accelerated growth plan. The twist? The client had not yet determined the location nor chosen the equipment, and needed the move to be completed in 6 months..

### Solution

InTech started by evaluating multiple states for the new location, assessing weather, infrastructure and tax benefits, and ultimately selected Dallas, TX for the new site. Next, InTech found a building that would be in keeping with the company’s innovative image, and worked with the architects to improve the facility’s acoustical environment, with upholstered walls and sound-absorbing ceiling materials. The fact that the building was across the street from Nortel headquarters led to an innovative idea: By negotiating to set up the new facility as a demo center for Nortel technology, the InTech team was able to obtain a deep discount on cutting-edge call center systems, products and tools. InTech architected and implemented the new systems for optimum current performance and resilience in the face of rapid growth. Customized training programs were developed and InTech then found, hired and trained all call center staff on the equipment, company products and customer service skills. The InTech team even designed the call center furniture and configured it into workspace clusters of 12-person pods that paired experienced service representatives with less experienced staff (*see workspace rendition on next page*).

### Results

The 850-seat call center was up and fully functional within the 6-month deadline and was completed within the budgetary guidelines. Just another example of InTech’s ability to conceive and create solutions that keep its clients on schedule, on budget – and on the cutting edge.

### About InTech

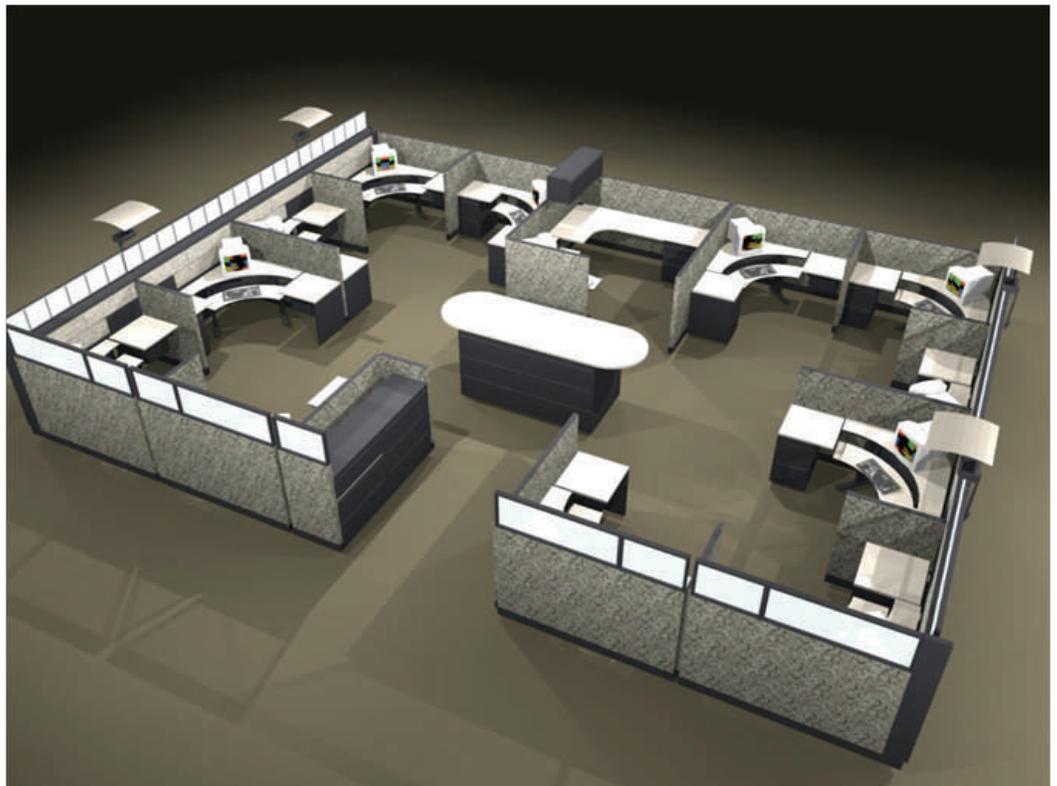
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## Rendition of InTech-Designed Contact Center Furniture and Layout

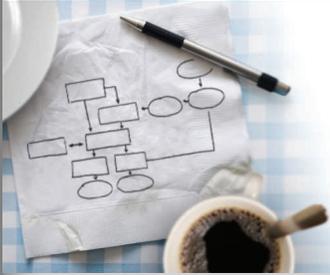
Involved in call centers for 25 years, InTech recognizes that it takes more than just training to make agents work effectively – it also takes management and environment. Together with Knoll, we developed a first-of-its-kind call center infrastructure. This drawing shows the call center layout designed by InTech and Knoll Furniture to meet the needs of an 856 seat center staffed 24 x 7.

- **Community** – Each structure was comprised of 12 agents and one leader. Communities had friendly competitions organized against metrics designed for different functions (e.g. sales, billing, tech support).
- **Center Table** – A table created as a top to the file cabinets below was used for daily team meetings, personal and team celebrations, etc.
- **Corners** – Each corner had 3 agents. Precisely in the corner was the most senior agent of the three ; the senior agent was centered between two less experienced agents for assistances and peer tutoring.
- **Desks** – The keyboard and monitor surface of the desk could be raised and lowered, allowing the agent to sit or stand to reduce fatigue.
- **Lighting** – All lighting was Indirect to reduce tension and create less stress in the environment.
- **Team Lead** – Centered for casual monitoring (there was a sliding door not depicted).
- **Coats** – The gray items on entrance include a coat rack – no lockers – continuing sense of community.



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## Case Study: Creative "IVR Farm" Design

Developed strategy and design to improve consistency to improve caller experience across 60+ city agencies

### Client

**Large municipal government**

### Situation

Each of the city's 60+ agencies had its own disparate phone and answering system, with custom IVR menus and local staff recording the IVR messages, and multiple distributors supporting each system uniquely. The result was that callers had a wide range of distinctly different experiences when contacting various city touch points. Local systems were stand-alone, without redundancy in many cases.

### Solution

InTech recommended creating an "IVR Farm," which would centralize the multiple agencies' IVR technology under single management with a single manufacturer and a single "voice" for the city. While each agency would continue to have its own "IVR," the look/tone/feel would be consistent across the city, creating a consistent user experience. Disaster recovery would be accomplished by redirecting calls to another IVR pre-loaded with multiple agency applications if one went down. The consistent user interface would make this back-up virtually seamless.

### Results

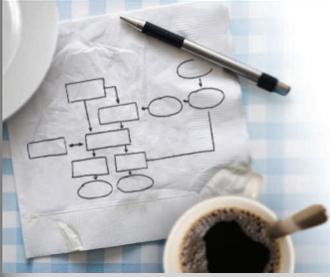
The client deployed the IVR Farm concept, one of the first times this approach has been used to consolidate on such a large scale (2,400 IVR ports).

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biggest, most  
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you've never  
heard of."*

Sales Executive, Global  
Equipment Manufacturer

## Case Study: Upgrade Multi-Site Infrastructure

Created a unified telecommunications infrastructure for fast-growing company with call centers in 88 markets

### Client

**Leading owner and manager of cable systems**

### Situation

Client operated decentralized call centers with varying levels of performance in each of its 88 cable-franchise markets. The client needed an upgraded infrastructure that would grow with the company. Centralizing the call centers was not an option; many of the markets were rural and the client wanted local customer service representatives and local telephone numbers to maintain a community presence.

### Solution

InTech developed a creative design strategy to connect all of the sites and allow calls from the 88 sites to flow together while continuing to maintain local centers and local community presence. The system would provide automatic coverage if one site was busy or route calls to a recorded message if an exchange was out. InTech recommended a system that was easy to upgrade with new software, to simplify the process of keeping multiple sites up-to-date and to manage the total cost of ownership. InTech also established the company's first call center metrics to help the company decide what needed to be fixed or what business processes could be improved to manage call volume. InTech managed the hardware and software replacement at the headquarters and all 88 sites over a multi-year period. The client went on to test two generations of call center products for the selected vendor.

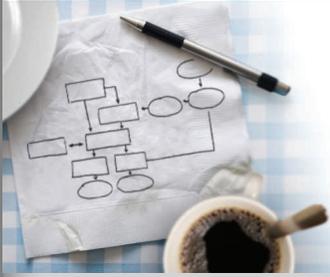
### Results

InTech's innovative solution allowed the company to gain the management advantages of a centralized contact center—timely upgrades, broad coverage, improved service—while retaining the neighborly image they were seeking through decentralized centers. The company was well-positioned for rapid growth.

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## Case Study: **Low-Cost Alternative to IVR**

Built creative IVR-emulation using existing systems and technology for significant cost savings

### **Client**

**Global asset financing firm**

### **Situation**

Client needed an IVR for global contact center, but the budget didn't allow for investment in a new system.

### **Solution**

InTech created an IVR-emulation by reconfiguring the client's voice mail system to act and sound like an IVR. The contact center servers and automatic call distribution servers were upgraded and reprogrammed to point calls into the voice mail system. After upgrading the voice mail server to provide the maximum number of ports, InTech reprogrammed the voice mail system to integrate with a customer database to provide password-protected access to secure customer data, such as account balance and payment date. Since this approach had not been tried before, InTech built the system in the InTech product lab first, where it was thoroughly tested by the client before implementation. InTech also reviewed its design strategy with the manufacturer's product developers, who agreed it would work as planned (although they'd never thought of it working that way).

### **Results**

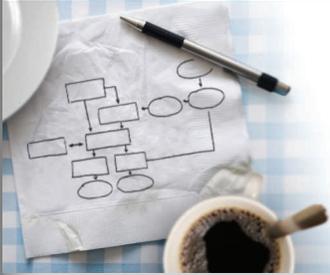
InTech's innovative IVR-emulation is handling thousands of calls per week. The client gained an IVR-like service with the equipment they already owned at a fraction of the cost of a new IVR system, deferring an estimated \$350,000 in hardware, software and installation until properly prioritized in corporate budgets.

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*“Everything was excellent, the resources that InTech used in the project were perfect.”*

Head, IT Connectivity Services,  
Latin America, Global Network  
Communications Company

## Case Study: Relocation of 800-Numbers

Relocated 1,200 critical 800-numbers without dropping a call

### Client

**Provider of outsourced call center services to the health care industry**

### Situation

Client was providing urgent call center services for calls regarding poison control and medical trials on behalf of approximately 25 major companies with national-brand household and pharmaceutical products. Systems consisted of 1,184 800-numbers—some lines were owned by the call center provider, others by its clients—and two PBXs and three carriers. The goal was to move the call center from one building to another with no loss of calls.

### Solution

InTech led three months of planning with all participants to prepare for the client’s six-hour window for the move. Preparations included acquiring letters of agency from the companies and vendors to give InTech full control over decisions and actions during the relocation. The day of the move, a Saturday, all the calls were routed to a telecommunications center on the West Coast while the two PBXs were de-installed, re-installed and brought back up and running. InTech maintained online contact with all three telecommunications carriers from a central command center during the six-hour move window.

### Results

InTech’s planning and careful coordination of all players—PBX vendors, carriers, and client—led to a flawless move. The lines were brought back up six hours later without a single dropped call, a critical accomplishment for 800-numbers with lives depending on them.

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