VLEC Communications Inc.
Consulting Services Group

Case Study

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Case Study

Problem overview - The customer management team was seeking to implement a customer service and support infrastructure which is capable of abstracting business rules and logic from the system on which it is implemented, managed and supported. The new approach, if properly implemented, will allow the business to rapidly respond to changes in the business environment. It will accommodate changes within its service offerings and business programs, eliminating the need to initiate a new IT project every time a change is requested. In the 'current-state' technology and work environment, virtually all systems and applications supporting customer service are based on linear programming model. Business processes are designed and implemented from start to finish as one linear process within a system. Any process update, change in the systems on which the process is implemented, or any change in an intermediary system or function will almost always necessitate a major software development project.

Solution summary - VLEC Communications performed an analysis of the current dispersed core call-center technology which includes the ***Avaya G3si*** platform for basic telephony services, ***Periphonics VPS/IS 9500*** VRU which runs on Sun Solaris hardware and Periphonics version 5.2 software. We delivered an architectural blue print for a future state architecture that emphasized modular design and a set of leading ***CTI*** and ***CRM*** technologies that can complement each other in the call-center environment. The design utilized the ***Genesys Framework*** which includes the Genesys IVR Driver for Periphonics, the ***Genesys G-PLUS*** adapter for the ***Siebel Call-Center*** environment to activate the ***Siebel*** Unified Login Capability and the Telephony Controls. We performed a proof-of-concept implementation of the Genesys Framework interface with the Siebel call-center application to trigger the screen-pop. We implemented a modular CTI design as specified in the architectural document to drive the IVR application on the Nortel Periphonics IVR. We completed the solution by implementing routing strategies using the ***Interactive Routing Designer*** (Genesys IRD) to design and implement data-base driven and skill based routing strategy for the Genesys ***Universal Routing Server***.

Solution summary - We reviewed the existing asset and portfolio data migration process and proposed a solution to implement an automated, 'table-driven' process that is repeatable and one that will minimize application development effort. We delivered an architectural blue print on how to implement an ***Extract-Transform-Load (ETL)*** process to extract raw data from heterogeneous system, apply a transformation rule, and load to the production environment in timely and repeatable fashion. We perform an appropriate third-party product evaluation on the client's behalf. Our engagement included coordinating and implementing an ***Informatica*** training session for the in-house development team. This process design helped the client to use a single tool to interface with multiple host legacy systems and other source data formats. This implementation has improved the portfolio migration and deliverable processing time from several weeks to few hours. Furthermore, with our final deliverable, we created a steady and repeatable requirement gathering process that sets the company to a ***CMM-Level3*** standard.

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