

Contact 1-2-1

Contact 1-2-1 provide outsourced contact centre and Business Process management to 'Blue Chip' companies throughout Australia and worldwide. With more than 6 years experience in the industry, Contact 1-2-1 design and refine call centre solutions that generate a measurable value for clients.



When Contact 1-2-1 won the contract to process a frequent flyer program for a major European client in 2006, they faced the daunting challenge of managing the very large quantities of communication they would receive, capturing and managing each individual piece according to 'type', language and the Service Level Agreement (SLA) attached to it.

THE PROBLEM

Client Campaign automation & document management. With customer correspondence arriving daily from throughout the Asia Pacific region, Contact 1-2-1 needed to capture all physical records and electronic information for the life of the campaign.

As Contact 1-2-1's Managing Director Joe Tawfik explains, "Ordinary mail makes up the majority of all customer communication in the campaign. On any one-day we would receive upward of 300 'snail mail' enquiries" in the Sydney office alone. This meant that agents would have bags and bags of mail they needed to sort through. These enquiries would then need to somehow be converted into an electronic format so as to efficiently respond to all customer requests within their designated SLA's.

As well as paper mail, agents have to process the hundreds of electronic queries arriving daily. To cater to various time zones, agents must process all email, telex and fax requests within a 12-hour period each day. With a combined document and

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Call Centre and Business Process Outsourcing (BPO)

Applications: IntraLogic and EmailLogic

- Business Process Automation
- Client Campaign SLA automation
- Call Centre Knowledge Management
- Corporate Intranet
- Document management
- eForms automation

"What was challenging was finding a solution which could assist in dealing with the various types of customer communication, specifically the non-phone based customer enquiries like mail, fax, telex, email etc. We needed to make sure that all this information could be effectively captured and stored in one central repository, making it easily accessible to the agents responsible".

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workflow management system, Contact 1-2-1 knew it would need to manage the enormous volume of customer enquiries more efficiently and cost effectively.

Sorting via enquiry type. The campaign depends on sorting communication quickly and accurately, according to particular enquiry 'types'. Contact 1-2-1 needed a system that would automatically capture, categorize, store and manage customer communication according to these pre-determined enquiry 'types'. As Mr Tawfik explains, "What was challenging was finding a solution which could assist in dealing with the various types of customer communication, specifically the non-phone based customer enquiries like mail, fax, telex, email etc. We needed to make sure that all this information could be effectively captured and stored in one central repository, making it easily accessible to the agents responsible".

Multi-lingual capacity. The contract required that all communication be undertaken in 5 different languages: Japanese, Korean, Thai, French and English. For this reason, Contact 1-2-1 also needed a solution with multi-lingual capabilities and one that could cater to challenge posed when dealing with foreign language characters.

Meeting SLA agreements. In their role as a Business Process Outsourcer, Contact 1-2-1 is bound to Service Level Agreements (SLAs) with their customers. This meant the system had to be capable of processing customer enquiry types within agreed service level commitments, regardless of when the enquiry came in, or whether it originated as paper or email.

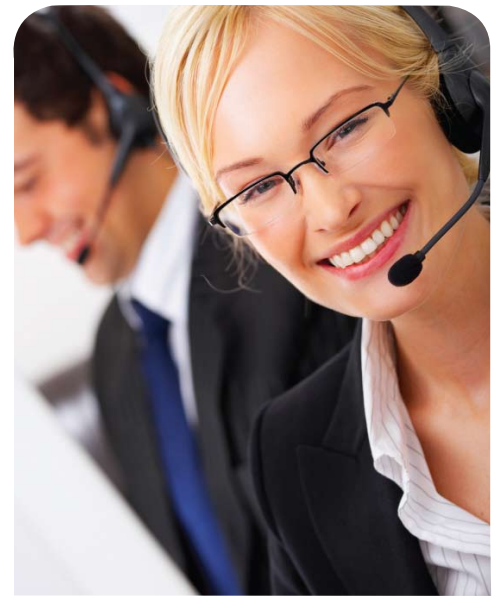
"Often we may have an enquiry which will come in that has an SLA of 24hrs. Rather than being lost in the queue, we required a system that was flexible enough so that we could order it according to the SLA. For example, with the majority of our communication still coming in as 'snail mail' the likelihood of it arriving before electronic correspondence is doubtful. However it may have an urgent SLA and we need to ensure that that SLA is met", said Mr Tawfik.

THE ASSESSMENT PROCESS

In selecting a suitable system, Contact 1-2-1 wanted a solution that not only met their document and workflow management requirements, but one they could adapt to the specific needs of their campaign.

Best in Class. "With our focus on providing 'Best In Class' solutions for our clients, we were therefore looking for a provider who was 'best of breed' and who demonstrated a high level of flexibility. We required a partnership which would allow us to modify the product to suit a particular purpose without the very high costs of redesign and modification", said Mr Tawfik.

Adaptable and Intuitive. After several months of careful consideration, Contact 1-2-1 selected Weblogics' IntraLogic as their solution. It gave Contact 1-2-1 the capacity to do most of the work internally whilst the support from the Weblogics team ensured that modifications to the product were monitored to achieve an optimum solution for Contact 1-2-1's business needs.



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Mr Tawfik highlights the importance of implementing a product adaptable enough to address the challenges posed by the campaign. “As a business owner I don’t want to hear that a specific need or request is an issue or a problem. The team at Weblogics were always willing to work away from the ‘box’, to adapt the product. It also helped that they were a local Australian company. I feel we made the right choice and have found a system and partnership which works for us.”

THE SOLUTION

IntraLogic. Weblogic’s IntraLogic was implemented across all levels of the frequent flyer loyalty campaign. Through the provision of IntraLogic’s document management, workflow management and business process management capabilities, Contact 1-2-1 were effectively able to embark on a ‘loyalty management’ solution for their client.

Language Changes. Weblogics added multi-lingual capabilities to the IntraLogic system during the project’s implementation phase. With more than 70% of all campaign communication in Japanese, the team at Weblogics worked closely on the adaptation of the system to overcome the challenges posed by foreign language characters.

Continual Evaluation. As a result of the changes to the original model the implementation was substantial. However, as Joe Tawfik highlights, the responsiveness and ongoing dialogue with Weblogics has been key to ensuring the systems ongoing success.

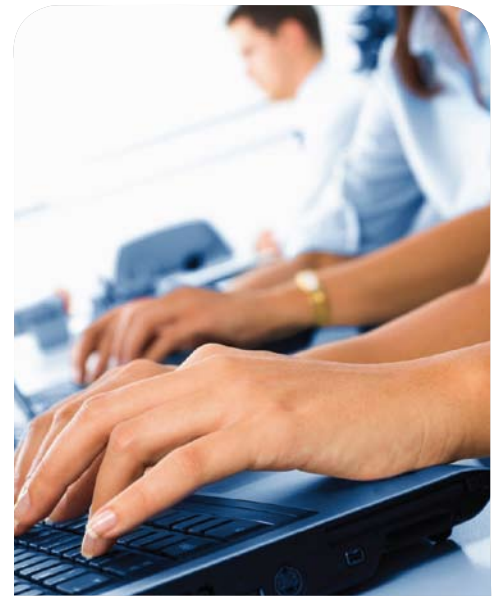
“I was happy with the responsiveness when dealing with Weblogics. Initially we had an issue with cookies due to the specific nature of generic log-ins, but Weblogics quickly intervened to build a system to clear the cache and thus solve this issue”. - Joe Tawfik

Extended use. Initially deployed to support the Frequent Flyer loyalty campaign, Contact 1-2-1 has since extended its use across a layer of internal management and have plans to extend its use to its offices nationwide as well as in the implementation of new client campaigns as they emerge.

“It is still early days, but we are starting to use IntraLogics for other purposes and other clients. I look forward to seeing the product evolve and grow”

BENEFITS

Managing multiple enquiry types. IntraLogic is a comprehensive and flexible solution that has enabled Contact 1-2-1 to manage the growing number of electronic and paper records received in the frequent flyer campaign. With correspondence arriving 24/7 from all over the Asia pacific region, from a variety of time zones, in a multitude of languages, IntraLogic is the solution to an effective and cost efficient management of all communication.



“In a call centre environment, especially in in-bound, the agents are not necessarily processing calls all the time. So when they are sitting idle it is either dead time or you can utilise this time by doing other work. With IntraLogic, we are able to utilise the time by processing offline customer enquiries. IntraLogic allows the agents to handle customer interactions via phone or snail mail without physically leaving their workstation”

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Standardised business processes. With the implementation of IntraLogic multi-step workflow, Contact 1-2-1 has been able to create and automate their unique business processes according to their client's specific requirements. Contact 1-2-1 is currently in the process of implementing workflow automation to more effectively manage internal processes as well as in the BPO of their other clients.

Achieving SLA's. IntraLogic's workflow management system automatically escalates customer enquiries based on predetermined rules, ensuring that all enquiries are handled according to their Service Level Agreement with the client.

Higher productivity. As a result of IntraLogic's document and workflow management capabilities, Contact 1-2-1 has achieved a greater utilisation of staff and increased productivity compared with their earlier work output.

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Reduced Costs. IntraLogic's automatic notification and escalation system eliminates duplicated effort and consequently reduces the costs arising from simple, avoidable errors.

Scalable solution. As Contact 1-2-1 continues to grow, so too will IntraLogic's capacity to deliver an effective management system. Together they are committed to achieve optimum results for both Contact 1-2-1 and its clients.

As Joe Tawfik explains: "In IntraLogic, we found a single product that was feature rich, easy to administer, easy to modify and effective in terms of overall cost".



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