

Case Study

Telexpress Corporation

Aspect® Unified IP® Assists Taiwan's Leading Outsourcing Provider in Expansions to Greater China

The Company

Located in Taiwan, Telexpress Corporation is one of the leading contact centre outsourcing service providers in greater China. Telexpress utilizes top-of-the-line technology and telecommunications equipment to provide outsourcing services, such as customer service and sales and telemarketing offering state-of-the-art contact centre management expertise to its clients.

The Business Challenge

- Better coordinate multisite operations (Taipei, Taichung, Shanghai)
- Minimize IT management efforts across multiple sites
- Implement a full-range of contact centre capabilities that are tightly integrated
- Operate in a voice-over-Internet protocol (VoIP) contact centre environment

The Solution

After extensive evaluations of available solutions from other vendors, Telexpress selected the capabilities of Aspect Unified IP, an IT-ready [Microsoft] .Net Web services platform product that unites customer contact capabilities to help organizations execute on their unified communications strategies. This is a complete contact centre solution that unites inbound, outbound and blended multichannel contact (voice, internet contact and fax), while also delivering voice portal, recording and quality management, and unified reporting and administration capabilities. It provides Telexpress with a full-range of contact centre capabilities in a single product, allowing them to provide higher levels of service and maximize agent and technology resources.

The Results

- Increased agent productivity 20 to 30 percent
- Streamlined and improved management view of the contact centre operations
- Opened possibilities for easy future application add-ons, such as workforce management

Telexpress Corporation is one of the leading contact centre outsourcing service providers in greater China. Based in Taiwan, the company focuses on helping companies build and enhance customer relationships.

Telexpress offers a variety of contact centre services, including the provision of inbound service management, outbound marketing campaign execution, as well as the execution of multimedia response solutions. With its extensive contact centre expertise, Telexpress boasts many international clients such as Yahoo, Procter and Gamble SKII, Brands and Johnson & Johnson.

The company had been using previous versions of Aspect products for five years, initially implementing 120 agents of an early version of Aspect Unified IP for its outbound activities. When the solution was first implemented, Telexpress' outbound operations benefited from increased agent productivity, a streamlined management view for the line supervisor and a universal agent desktop application to address different client operation requirements. Telexpress also used this previous version to establish standard operation procedures to streamline campaign management efforts. However, as Telexpress' contact centre operations grew, so did its need for advanced capabilities, such as call blending, agent scripting and quality monitoring.



"Aspect solutions enable us to drive our business growth and expansion and are central to the very foundation of our business. With Aspect products we are able to streamline our business processes and integrate seamlessly with our existing systems, such as PBX, worksheet, order and management reporting systems on both the user interface and data levels."

Alex Chao

Chief Information Officer
Telexpress Corporation



"Back in 2002, our outsourcing business model was focused on outbound operations, and the outbound capabilities were the top priority for us in our business. At that time, Aspect was selected to support our operations," said Alex Chao, chief information officer, Telexpress. "However, after significant business growth, our focus and requirements have changed to necessitate a need to be able to blend both our inbound and outbound contacts."

A Complete Solution that Fulfills Business Needs

Telexpress considered and evaluated several solutions available on the market, such as Avaya or even upgrading an existing Nortel solution, which it was using for inbound operations. The contact centre required a solution that would meet the new business demands and could also offer compatibility with the existing Nortel inbound solution.

"We considered solutions from other vendors, but the products from Aspect clearly emerged as the winner," said Chao. "Internally we formed a committee, which included senior management, users, IT managers, project team members and finance personnel, to evaluate the solutions. Factors that were taken into consideration were functionality, architecture, the presence of an on-going support resource, and price. After careful consideration and evaluation among the committee members, Aspect® Unified IP® was selected to meet our needs."

Because of the positive experience with the solution over the years, Telexpress upgraded to the latest version of Aspect Unified IP and added an additional 30 seats. The new upgrade would seamlessly blend inbound and outbound calls across the company's multisite contact centre operations.

Telexpress also implemented LYRICall™, a browser-based application and scripting design tool that runs on any PC or network computer using a Microsoft® browser and Java® script. LYRICall supports real-time access to multiple data sources, and would help the Telexpress agents ensure a consistent and accurate customer experience through advanced, easily-accessible scripting.

Aspect worked closely with Telexpress to ensure a successful implementation of the system and seamless integration with the Nortel applications and other back-end technology. Aspect also provided focused training to call centre staff on operating Aspect Unified IP, which included educating agents on how the solution can enhance the customer experience by enabling agents to focus more on the needs of the customers.

Expanding Market Advantage in Greater China

In the past, Telexpress used to work with system integration vendors in the design and development of the contact centre agent desktop system. But the company found that this process was time-consuming, costly and inflexible, and their outsourcing business needs could not be met adequately.

With Aspect Unified IP, the IT team at Telexpress could effectively meet the contact centre's business needs with much shorter lead times. The unified solution, along with the agent desktop application, was an easier system to manage because it enabled the contact centre to use one unified solution instead of supporting several products, and IT engineers could support the technology even more efficiently. In addition, the LYRICall solution helped the contact centre deliver greater value to its clients and the clients' customers.

The solution also provided many features that allowed Telexpress to optimize their operations, such as the built-in scripting capabilities, and a superior set of supervisor management tools. Aspect Unified IP improved recording and quality monitoring capabilities, enabling supervisors to effectively review interactions and score agent evaluations. The increase in quality monitoring and reporting facilitated a significant rise in agent productivity, by at least 20 to 30 percent.

To strengthen and widen the portfolio of product offerings to its clients, Telexpress also evaluated workforce optimization solutions for the contact centre and plans to implement the Aspect® Workforce Management, due to the positive experience with Aspect.

Chao added, "We are the number one customer service outsourcing provider in Taiwan and our vision is to extend this success to the China region. With Aspect Unified IP, Telexpress is advancing its contact centre capabilities, ensuring a competitive advantage in a dynamic and growing market.

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About Aspect

Aspect is a global software and IT services firm specialising in applying Microsoft unified communications and collaboration to help customers achieve optimal results through enhanced business processes across the enterprise and in the contact centre. Aspect provides IT consulting, integration services and business applications. For more information, visit www.aspect.com.

