

# Datacom

## Aspect Software Eases Staffing Capacity Issues For Contact Centre Outsourcer

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**Scott Thompson**  
*Operations Manager*  
Datacom

### The Company

Datacom is one of the largest Australian-owned professional IT services and premium contact centre solution providers, offering inbound and outbound technical support, sales and marketing, customer service, logistics and fulfilment services for companies in Australia, New Zealand and the Asia Pacific regions.

### The Business Challenge

- Enable seamless call routing to remote locations for geographically dispersed agents
- Implement a solution that can accommodate and manage increasing call volumes across multisite contact centres
- Optimize the productivity and performance of contact centre agents
- Easily manage upgrades as contact centre and business requires

### The Solution

Datacom upgraded to the latest version of Aspect® CallCenter® ACD from the Aspect Software Signature product line, a full-featured call routing solution that supports processing of up to 300,000 inbound and outbound calls per hour and offers skills-based routing, simultaneous call queuing across multiple sites and real-time and historical reporting. The company also purchased Aspect® eWorkforce Management™ from the Contact Center Performance Optimization product line, an industry-leading solution that helps contact centres optimize their workforce and performance.

### The Results

- Consolidated platform to unify contact centre operations
- Increased capacity, scalability and flexibility to meet business needs
- Enabled remote access across multisite operations



### Flexibility is the Key

Contact centre outsourcing is a mature but diverse market in which the ability to offer flexible, tailored solutions is the key to success. Whether the customer is looking to outsource a specific lead generation or marketing campaign, or its entire front-line IT support operation, outsourced service providers like Datacom rely on extensible technology platforms to quickly and seamlessly scale to deliver the required customer outcomes.

Since increasing its reach to Australia from its contact centre base in New Zealand in 1992, Datacom has expanded to become a full IT services supplier, including premium contact centre services such as technical support, customizable CRM and telephony delivery, professional sales force and marketing programs and logistics and fulfilment. It operates three contact centres in Sydney, Melbourne and Kuala Lumpur in Malaysia, with a combined total of 750 agents.

In 2003, Datacom Australia merged with Connect Interactive to create infrastructure and cost efficiencies. While the merger brought new expertise to Datacom's operations, it also meant the company was now running ACD platforms from two different vendors for its newly acquired and existing front-line IT support offerings. One of the solutions was an early version of Aspect® CallCenter® ACD, while the Sydney contact centre was using another vendor's ACD that was facing end-of-life. This provided the company with an opportunity to consolidate to a single ACD solution.

"In order to guarantee ongoing vendor support, we needed to upgrade," said Scott Thompson, operations manager at Datacom. "This provided us with the perfect opportunity to migrate our Sydney contact centre operations onto a single platform."

### Simplified Upgrade Takes Precedence

After evaluating both upgrade options, Datacom chose to upgrade to the latest version of Aspect CallCenter ACD, as well as to implement Aspect® eWorkforce Management™ for workforce planning, scheduling, rostering and real-time adherence.

The Aspect Software solution provided Datacom with capabilities that were unavailable in the other vendor's offering. "Aspect has a larger capacity so we can scale up to more agents as the business requires," noted Thompson. "The remote support features also means we can tie in agents from our Melbourne and Kuala Lumpur contact centres more easily and manage joint staffing capacity off the same system."

In addition, the company's evaluation of other vendor solutions demonstrated that Aspect Software provided a much simpler upgrade path to accommodate DataCom's growing and changing contact centre.

"With Aspect Software, we found it was just a case of swapping out a couple of different processors and hardware components, whereas the other vendor required a complete 'box swap' to upgrade," explained Thompson. "Aspect was the path of least resistance, from a business, IT and agent perspective, which made it the best solution for our needs."

Datacom used Aspect Software accredited channel partner, Sydney-based Call Design, to handle the implementation with assistance from both internal IT resources and Aspect as required. The upgrade was successfully completed in September 2006.

### The Results Are In

For Datacom, the successful transition from a mixed environment to an Aspect Software platform has delivered several benefits, particularly from a capacity management perspective.

With the Sydney contact centre running exclusively on an Aspect platform, it can now link and share staffing capacity with Melbourne and Kuala Lumpur, which also run their own separate systems.

“Aspect CallCenter ACD gave us the ability leverage resources from multinational accounts, particularly between our Sydney and Kuala Lumpur contact centres,” explained Thompson. “For example, some clients may focus on both the Asian and Australia and New Zealand markets. By running off the same platform, the Kuala Lumpur team can look after the whole business, but calls relating to Australia can be routed to an appropriate agent based on the geographic location of the caller.”

The ability to share agent resources also enables Datacom to more effectively tailor its premium contact centre solutions including technical support, customizable CRM and telephony delivery and professional sales force and marketing programs to fit a broader range of business requirements.

“All agents are essentially logged into the same call queue, so a call could be routed to an agent in Sydney, Melbourne or Kuala Lumpur, depending on their availability and the client’s requirements,” said Thompson. “If a client is looking to reduce costs, while pursuing a similar quality of service, it may be more cost-effective to route a higher portion of calls via Kuala Lumpur. Also, if a client is looking to market into Asia, it is easier to skill up for multiple language support in Kuala Lumpur than Sydney, so Aspect Software provides us with this flexibility.”

Datacom also plans to take advantage of the Uniphi Connect capabilities in Aspect CallCenter ACD for disaster recovery purposes. In the event of a disaster, Uniphi Connect enables agents with a PC and direct dial phone to log into the ACD and work remotely.

#### About Aspect Software

Aspect Software, Inc. founded the contact centre industry and is now the world's largest company solely focused on Internet Protocol (IP) and traditional voice-based products and services for customer service, collections, and sales and telemarketing business processes. Each day, Aspect Software powers more than 125 million customer-company interactions at thousands of in-house and outsourced contact centres around the globe. Its trusted Signature product line offers automatic call distributors (ACDs), diallers, voice portals and computer telephony integration (CTI). The company's leading Contact Center Performance Optimization product line provides workforce management, quality management, performance management and campaign management applications. And, its pioneering Unified IP Contact Center product line delivers a comprehensive, multichannel solution. Headquartered in Chelmsford, Mass., Aspect Software has operations across the Americas, Europe, Africa, the Middle East and Asia Pacific. For more information, visit [www.aspect.com](http://www.aspect.com).

**Europe & Africa  
Headquarters**  
2 The Square, Stockley Park,  
Uxbridge,  
Middlesex UB11 1AD

+(44) 20 8589 1000 office  
+(44) 20 8589 1001 fax

**Asia Pacific & Middle East  
Headquarters**  
1 Raffles Place  
#58-00 OUB Centre  
Singapore 048616

+(65) 6883 5059 office  
+(65) 6534 0484 fax

**Aspect Software  
Corporate Headquarters**  
300 Apollo Drive  
Chelmsford, MA 01824

+1 978 250 7900 office  
+1 978 244 7420 fax  
[www.aspect.com](http://www.aspect.com)

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