

Goodyear Dunlop Tires Germany

Aspect IP-Enables Contact Center; Extends Capabilities to Remote Locations

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Norbert Hecking

Manager, Customer Interactive Center, German Operations, Goodyear Dunlop Tires

The Company

Goodyear Dunlop Tires Germany is a leading tire manufacturer in Europe, which produces tires for passenger cars, trucks, commercial vehicles, and motorcycles.

The Business Challenge

- Cost-effectively add new contact center sites
- Leverage existing investments
- Introduce state-of-the-art technology

The Solution

Install Aspect® Uniphi Connect, an innovative hybrid solution that enables the deployment of both Public Switched Telephone Network (PSTN) and Internet Protocol (IP)-based agents on a single platform, to seamlessly integrate IP with the existing contact center infrastructure, Aspect® CallCenter® ACD, a high-volume call routing, queuing and reporting solution.

The Results

- Created central administration and management of all sites
- Rapid integration of remote sites
- Reduced telephony and facilities costs
- Increased flexibility of agent deployment



An Eye on Expansion

Goodyear Dunlop Tires Germany is a company known for its tradition, as well as its innovation. Goodyear was named after Charles Goodyear who invented vulcanization, and Dunlop was the inventor of the pneumatic tire. Today, Goodyear Dunlop continues to play an important role in product development with innovations such as its revolutionary run-flat tire.

When Goodyear Dunlop Tires Germany needed to expand its contact center operations to a new location, the company was looking for a creative approach that would allow it to maintain its best-in-class customer service, while keeping costs down. It chose Aspect® Uniphi Connect from Aspect, the world's largest company solely focused on the contact center industry, to deliver the technology required to operate a hybrid IP/PSTN contact center, enabling the company to easily connect remote agents via voice over IP (VoIP).

State-of-the-Art Technology in Customer Communications

The quest for technical innovation leadership that Goodyear Dunlop pursues in the development and production of tires also extends to the technology the company uses in its customer communications. As the communications hub of the company, the Customer Interactive Center is viewed as a critical unit, handling nearly 98 percent of Goodyear Dunlop's customer contacts in Germany. Contact center agents' responsibilities include: providing information about product availability, handling order acceptance and confirmation, and answering technical questions and inquiries from consumers as well as dealers.

Goodyear Dunlop decided to add a new contact center in Philippsburg to meet the increasing demand, but they wanted to entirely manage the new site—both the remote agents and at-home agents—from the head office in Hanau. The company again sought out innovation and state-of-the-art technology for its solution, and the solution had to be both cost-effective and build on the existing telephony infrastructure. The company looked to Aspect, as a single-source vendor, for both the technology and the integration process.

When Goodyear Dunlop added the new Philippsburg center, they had 18 VoIP agents using Aspect Uniphi Connect with Citrix clients and softphones, handling an average of 1,000 VoIP calls a day. "As far as we're concerned, Aspect is the leader in contact center technology and voice over IP is the technology of the future. That's why we decided to go with the Aspect Uniphi Connect solution. Following the successful integration of the Philippsburg location, we plan on taking further innovation and expansion steps with Aspect," says Norbert Hecking, Goodyear Dunlop Manager, Customer Interactive Center, German Operations.

Moving Toward the Future with VoIP

VoIP is playing an increasingly important role in contact center management. Apart from reducing toll charges, it permits new, simplified forms of process integration and standardization. But on the road to IP-based communication, companies don't want to sacrifice their investments in existing hardware and facilities. With Aspect Uniphi Connect, Hecking states, "We have extended our current ACD capabilities to agents at remote sites or those working from home, keeping facilities costs down and reducing the need for new hardware."

Investment protection is built into the product, as Aspect® Uniphi Connect offers flexible migration possibilities to VoIP, such as the ability to set up flexible virtual contact centers. This enables a return on investment for existing installations and at the same time a future orientation toward IP. "By adopting VoIP, we hope to see a 10 to 20 percent reduction in operating costs by 2005," says Hecking.

The Strategic Value of Contact Centers

VoIP is just one small step in a development that will change contact centers over the long term. Contact center manager Hecking is not only looking to additional technical modules, but repositioning the Customer Interactive Center as a strategic corporate business unit. "Naturally, we will continue to ensure we have cutting-edge technology," he says. "In addition to that, the self image of contact centers is changing as the key roles they play in their company's success becomes clearer."

Goodyear Dunlop expects Aspect's role in the growth of VoIP in its contact centers to continue. "As a provider that listens to its customers' needs, Aspect will continue in the coming years to offer solutions and support in this development as a reliable and innovative partner," Hecking believes.

About Aspect

Aspect provides software and consulting services that turn the potential of unified communications into real business results across the enterprise and in the contact center. Applying 35 years of insight and experience, Aspect helps two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, visit www.aspect.com.

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