

Solution

- Aspect® Unified IP®

Results

- Increased cost savings
- Enhanced flexibility
- Improved high system availability
- Unified contact center management allowing global support of all contact center operations

Bayer Business Services

Incremental implementation and migration to a global, virtual contact center solution with Aspect® Unified IP®



“We can unlock capabilities locally as we need them, while providing support for all contact center solutions on a global level. This provides incredible flexibility to our customers.”

Stefan Erkens,
IT Architect Voice&Video
Bayer Business Services

**The Company**

Bayer Business Services is the global competence center of Bayer Group for IT and business services. The focus is on services in the core areas of IT infrastructure and applications, procurement and logistics, human resources and management services, and finance and accounting. Stages of value creation range from consulting through the development and implementation of system solutions to business process outsourcing, the handling of entire business processes. In fiscal 2011 Bayer Business Services employed a worldwide workforce of 6,381 people and achieved sales of EUR 1,103 million. Bayer Business Services has its head office in Leverkusen, Germany. Its chief international offices are located in Pittsburgh, São Paulo, Hong Kong, Newbury, Mumbai, Barcelona, Singapore and Berlin.

The Challenge

In 2008, the Innovation Management of Bayer Business Services – IT Operations embarked upon a global IT strategy with the aim of making significant improvements to the company’s communications infrastructure and capabilities.

A new global project team, headed by Stefan Erkens, was tasked with developing and implementing a global unified contact center strategy—with its first task being to analyze and report on the company’s current situation.

The team found that the existing contact center structure was very fragmented. Developed over many years, it used solutions from numerous vendors and various licence fee models in different regions, with most systems supported and maintained locally. This local support structure had little flexibility and it was difficult to realise spontaneous customer requests.

High availability and unified contact center management were identified as key requirements of the new technology solution at an early stage—as well as multichannel communications capabilities, a global support structure and a future social media integration.

The team recommended that changes be made on an incremental rather than a ‘rip and burn’ basis to ensure a smooth transition that was both flexible and cost-efficient.

The Solution

The project was put out to tender globally and in Autumn 2008, Aspect was selected as the chosen supplier. Bayer Business Services identified Aspect Unified IP as a platform that could provide all the required capabilities, as well as global availability.



Bayer Business Services was attracted by Aspect's proven expertise, ongoing delivery of leading contact center solutions, its platform independence as well as high flexibility. The close partnership between Aspect and Microsoft and tight integration between Aspect and Microsoft solutions was also an important factor, as Bayer planned on major investments in Microsoft communications solutions, such as Microsoft Lync for unified communications, Microsoft Exchange, Microsoft SharePoint, etc.

With Aspect® Unified IP® 6.6 as the enabling platform, Bayer Business Services designed the Bayer IP Contact Center. The Aspect Unified IP based solution provides a broad range of contact center capabilities from inbound call distribution to virtual contact routing across various international locations, voice portal, outbound dialer, Internet contact and quality management (including voice and screen recording and historic and real-time reports).

"We have deployed Aspect solutions at our Leverkusen site for more than ten years now and, of course, this had also had a part in the decision for the global deployment of Aspect Unified IP. The new solution has stood the test and clearly confirms that Aspect was the right choice."

-Stefan Erkens
IT Architect Voice&Video
Bayer Business Services

The Results

The Bayer IP Contact Center incorporates core components and components that are tailored to specific projects to ensure that support is both global and sufficiently flexible to meet local requirements. This is very important to Bayer Business Services and their customers as each of its international contact centers is different. And, depending on the project, additional software and tools are sometimes integrated to provide for capabilities such as CTI, Outbound, Chat, Web, CTI online analysis or consulting-tools.

"We can unlock capabilities locally as we need them, while providing support for all contact center solutions on a global level. This provides us with incredible flexibility," said Stefan Erkens. "Aspect has complied with all our requirements—and working closely together with the Aspect team has been an excellent experience every step of the way."

Bayer's core Aspect Unified IP infrastructure is located in Leverkusen but can be accessed by its employees anywhere in the world via a user ID and password. All inbound customer contacts are answered 'virtually' before being intelligently routed to appropriate advisors or resources based on agent skills or other chosen criteria.

Aspect Unified IP supports various remote dial-in options (IPT Phone, IP Communicator, GSM or fixed line) delivering high flexibility. This includes remote working, a capability that proved extremely valuable when, in early 2010, heavy snow storms in Pittsburgh blocked all streets, preventing Bayer's contact center staff from getting on site. Thanks to the Aspect solution, all employees were able to work from home via remote access and operations ran uninterrupted—with no drop in service levels. A few months later, when more than 100 New Jersey-based agents had to stay at home due to severe weather, Bayer turned to contact center remote working again.

"Bayer's global contact centers now provide greater flexibility and added value through improved availability all over the globe in Europe, Asia, Latin America and North America," said Hobart Moore, Communication Technology-Manager Voice&Video, Pittsburgh.

All in all, Aspect Unified IP has delivered an extremely powerful and flexible solution for Bayer—not just enabling Bayer to introduce a new contact center solution at a pace that suits its business needs but also enabling the company to unlock local capabilities and ensure business continuity via flexible remote access options.

"Aspect has confirmed our confidence in them. Our positive experience with Aspect in the past also had a part in the decision for the global deployment of Aspect Unified IP," said Stefan Erkens. "The new solution has stood the test and clearly confirms that Aspect was the right choice."

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About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit www.aspect.com.

