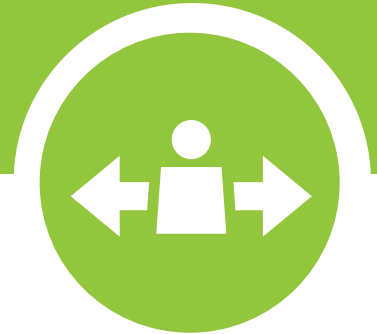


Stefanini

IT Services Provider Upgrades to Aspect® Unified IP® to Deliver Multichannel Help Desk Services to Customers on Four Continents



The Organization

Founded in 1987, Stefanini is a global provider of IT services with locations in 39 countries across the Americas, Europe, Australia, and Asia. Services include application development, help desk support, systems integration, consulting, and strategic IT staffing to Fortune 1000 enterprises around the world.

Stefanini's corporate global headquarters is located in Sao Paulo, Brazil with European headquarters in Brussels and North American headquarters in metropolitan Detroit. To serve its global customer base with 24/7 IT help desk support, the company employs thousands of agents located at facilities in North America, Europe, Brazil, Venezuela, The Philippines, China, and India.

Motivation for Change

Delivering IT support to hundreds of enterprises around the world can be a massively complex undertaking. Stefanini administers calls in over 35 languages, and its customers increasingly interact with agents through multiple channels – not just voice, but also email, web chat, IM, SMS and social channels.

“Customers require us to be innovative, so we need to support every type of interaction.”

– Jakob Klopfer, ICT manager, Stefanini

In recent years Stefanini has confronted challenges to fully “blending” the full range of multimedia channels its customers demand. In addition, Stefanini wanted to continue to move toward ever increasing system uptime and availability. Being a 7x24x365 service center means that being off-line for even a few minutes to perform maintenance or software upgrades, for example, can be disruptive. Avoiding negative impacts to the customer required extensive planning and coordination.

Furthermore, the call centers' workload balancing needed to be optimized. For example, agents in some call centers might be overloaded with calls while their coworkers in the same office, or in other centers, might be sitting idle. By consolidating call flows into a "global queue" the company could spread the workload more efficiently and increase agent productivity.

Desired Solution

Stefanini wanted a solution that would allow it to innovate and keep pace with its customers' needs. At a minimum, Stefanini needed a solution that could not only handle a complete range of multimedia interactions, but also assign top priority to incoming phone calls. Furthermore, the multiple channels needed to be "blended", allowing the agents to handle multiple channels simultaneously, with priority of one channel type over another as well as priorities within a channel type.

“Our SLAs for voice typically are much higher than the other media. All the multimedia, such as chats and texts are great, but when a phone rings, an agent has to pick up the call. Voice is the priority.”

– Klopfer



The new solution would also need to support the latest IP data-compression technology (G.729), enabling the company to conserve bandwidth and run its global voice networks at a reasonable cost.

“As global as we are, with calls bouncing around the world, the solution had to support the G.729 standard.”

– Klopfer

The latest version of Aspect® Unified IP®, a software-based, unified platform that supports multichannel customer interactions through a single software platform, met these requirements and more. Deployed globally, the Aspect call center solution currently supports over 600 agents globally connected to a system based in North America, and 460 agents globally working on a second system based in Europe. The North America and Europe systems are both tied together via a single administrative “control” tool.

The Results

One of the biggest benefits Stefanini has seen since migrating to the latest version of Unified IP is the solution’s new multimedia blending capability, which allows an agent to carry on multiple customer interactions simultaneously from the same workstation, while also ensuring that incoming phone calls always are answered promptly. “The key was the multimedia blending,” Klopfer says, “A lot of systems do multimedia, but they don’t blend. It’s important to have all the different channels, but we need to be able to control which interactions get presented to the agent in what order. When a phone call is received, it needs to get answered. We also need to be able to work on several different customer interactions at the same time. With some media interactions, there can be delays between actions/replies. This is not the case for voice. For example, if an agent is working on an email reply, they often can pause replying to the email while taking a voice call. However, the agent usually cannot ask a caller to hold while the agent replies to an email.”



Multichannel choice, omni-channel experiences

The transition to Unified IP was seamless and “straightforward,” Klopfer says, “We are very happy with the system.” Despite its having globally dispersed contact center locations, the company has encountered ‘very limited issues with distance and latency.’ And users are pleased with the upgraded agent desktop interface. “The stability of the Unified Agent Desktop is leaps and bounds better than the previous interface,” Klopfer says. Moreover, the new desktop application has integrated easily with customer networks, where agents work onsite at customer facilities or remote locations such as at-home agents, as well as on desktops with customer desktop loads working at Stefanini locations.



Simpler deployment, unified command and control

Stefanini looks forward to continuing to leverage global queues that will allow calls to be distributed more evenly across all contact centers, helping the company to optimize staffing. Further integration of the two global contact center platforms in North America and Europe will also bring other advantages as well, including reducing risk by allowing for one platform to take over immediately if the other goes down, and facilitating simpler system maintenance and upgrades that won't impact agents or customers.

In addition, Stefanini expects to more fully leverage the solution's multimedia capabilities, helping to control costs by reducing the number of high-touch customer interactions and eliminating dedicated queues and agents.



Better routing, better experiences

Corporate and Americas Headquarters

2325 E. Camelback Road,
Suite 700
Phoenix, AZ 85016
+(1) 602 282 1500 office
+(1) 602 956 2294 fax

Europe & Africa Headquarters

The Record Store
15 Pressing Lane
Hayes UB3 1EP
United Kingdom
+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

Asia Pacific & Middle East Headquarters

7 Temasek Boulevard
#08-02 Suntec Tower One
Singapore 038987
+(65) 6590 0388 office
+(65) 6324 1003 fax

About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, allowing organizations to unite around the customer journey. By developing fully native [interaction management](#), [workforce optimization](#) and [self-service](#) capabilities within a single customer engagement center, we enable dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging the agility of our worldwide cloud infrastructure and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit www.aspect.com.

Aspect® and other marks as indicated, are the trademarks or registered trademarks of Aspect Software, Inc. in the United States and other countries.

