

# Avaya Contact Center Solution Helps SITEL Corporation Meet Client Needs Worldwide

## Challenge

SITEL needed a global, multimedia contact center solution to support agents around the world and manage the company's 1.5 million remote customer contacts per day.

## Solution

SITEL relies on Avaya Contact Center Solution and Avaya Global Services to help the company grow in a manageable way.

## Value Created

- Consistent, branded customer experience which lowered customer turnover.
- Intelligent, personalized interactions with customers through Avaya Interaction Center which is designed to gain business value from all relevant customer information.
- Faster linkage of people, processes and resources which increased product sales per customer.
- More agile, secure and reliable operations through more effective use of internal resources and built-in backup via load balancing.

Based in Baltimore, MD., SITEL Corp. is one of the few outsourcing companies with both the resources and the experience to design, build and operate comprehensive contact center solutions around the world.

With more than 25,000 employees spread across 84 locations in 20 countries, SITEL supports the customer service needs of over 300 clients, handling everything from simple outbound marketing campaigns to complex customer contact strategies. SITEL's clients include leaders in financial services, insurance, technology, energy/utilities, retail/consumer and telecommunications.

Across its global operations, SITEL handles over 1.5 million remote customer contacts per day via phone, fax, e-mail or the Internet. When it started doing business, all of its operations were within the United States. But today, SITEL is one of the pioneers in establishing contact centers in countries with emerging economies.

Approximately 40 percent of its contact centers are now located outside the United States and that number will continue to grow as more companies discover the benefits of relocating all or part of their customer service and back office operations to these regions.

*"We probably won't build another seat in the United States before we build another seat offshore,"* says Dale Schuster, vice president for Offshore Solutions and Strategic Alliances, SITEL Corp.

## The trend to offshore contact center outsourcing

Cost is a major factor driving many companies to relocate their customer service operations. Agent costs in Eastern Europe, Asia and Latin America can be one-fifth of what they are in developed economies. Availability of skilled resources is another key consideration. In developed countries, competition for available talent can be fierce, leading to high turnover rates and ongoing management headaches.

*“It’s definitely a challenge to operate in a cost-effective way when, within a 10-mile radius of your site, you’ve probably got 50 other sites competing with you.”*

By contrast, regions with emerging economies — from Eastern Europe to Asia to Latin America — have large pools of college-educated personnel who are skilled, affordable and can speak the languages today’s customer service applications require.

Along with low cost and the availability of skilled resources, companies are also benefiting from the ability to create technologically rich, highly scalable contact center and back office operations that take advantage of today’s new communications architectures and leverage legacy investments.

## What SITEL does for its clients

When it comes to delivering contact center services, SITEL is ready for just about anything: traditional customer service, technical customer service, help desk functions, order taking, telemarketing, sales, selling on service and collections, plus a host of back office procedures.

For one of its customers — a huge technology company — SITEL provides “ghosted” sales representatives: SITEL’s contact center agents are trained to represent themselves as employees of the technology company itself.

*“We have their letterhead, their business cards, and their e-mail addresses. We’re their small business team,”* explains Schuster.

## What Avaya does for SITEL Avaya solution for SITEL

SITEL relies on Avaya Interaction Center, an integrated multimedia contact center solution that routes, manages, records, and reports on customer interactions across a variety of communication channels, including Web, e-mail, and advanced telephony systems. Avaya Interaction Center is designed help manage high volumes of customer transactions, gain business value from all relevant customer information, and deliver consistent and integrated customer service on each channel.

One particular software firm that relies on SITEL’s service is typical of the type of customer that needs the kind of global, multimedia capabilities that Avaya can deliver. The company previously operated two contact centers in the United States and South Africa, with the U.S. location providing voice services and the South Africa operation handling e-mail and chat. Nothing was integrated, and the virus detection firm saw their abandon rate soar to an incredible 30 percent.

*“We put the business into India,”* says Schuster. *“The first thing they realized was a 40-45 percent cost reduction. The second piece was the quality of service we were able to deliver. In India, all of our agents have engineering degrees. Some also have master’s degrees. And the client is just ecstatic about the skill set.”*

The multimedia contact center solution, featuring Avaya Interaction Center, enables SITEL to deliver consistent customer service across all media, higher product sales per customer, lower customer turnover, more effective use of internal resources, built-in backup via load balancing and consolidated reporting

Ultimately, according to Schuster, the key factor that helped win the account for SITEL was the support of Avaya.

*“The Avaya Contact Center solution was exactly what this client needed.”*

While the Avaya solution supports SITEL’s agents around the world, the software and systems are located in SITEL’s central office in Omaha, Neb., making it easy to streamline and concentrate the level of support and expertise needed to maximize delivery of services, provide a consistent response to customers and consolidate reporting.

SITEL relies on the global load balancing capabilities of the Avaya solution to reassure client concerns about potential risks. SITEL’s disaster recovery plan calls for traffic to be rolled over or split with other locations in the event of latency or other operations issues.

*“We can bring the traffic over to Jamaica or New Zealand or Panama or any other low-cost facility and deliver the same skill set at a competitive price point,”* says Schuster.

Another important consideration for SITEL is the powerful global presence of Avaya. *“Avaya is everywhere we are and pretty much has us covered. They have been a key element in our global solution.”*

## How SITEL and Avaya will work together in the future

SITEL intends to keep growing with Avaya. In terms of specific technologies, Schuster points to Avaya Managed Services. *“We’re very interested,”* Schuster says of the services. *“I’ve got quite a few things going on right now to potentially put something in play there.”*

*“Avaya provides us with the type of solutions that fit well within what we are trying to do. Avaya understands what we’re trying to do. And that, in a word, is ‘grow.’ Our approach is to seek an Avaya solution first. And that’s the commitment that we made over a year ago, naming Avaya our platform of choice.”*

## Rely on Avaya to add value and support your business

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. More than one million businesses worldwide, including 90 percent of the FORTUNE® 500, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises from large to small, Avaya is a world leader in secure and reliable IP telephony systems and communications software applications. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.

Worldwide, Avaya is No. 1 in customer contact center systems and in predictive dialers used in outbound contact centers. In the United States, Avaya leads the market for large contact centers and it is No.1 in Europe, India, Latin America and the Philippines.

## Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **“Do Your Research”** at [www.avaya.com](http://www.avaya.com).

All statements in this Case Study were made by Dale Schuster, vice president for Offshore Solutions and Strategic Alliances, SITEL Corp.

## APPLICATIONS

- Avaya Communication Manager
- Avaya Interaction Center
- Avaya Operational Analyst
- Avaya Call Management System

## SYSTEMS

- Avaya S8700 Server
- Avaya 4600 Series IP Telephones

## SERVICES

- Avaya Maintenance Agreement
- Avaya Managed Services

## ABOUT SITEL

With more than 15 years of experience, SITEL Corp. offers worldwide contact center outsourcing solutions for many of the world's most successful companies. SITEL's comprehensive suite of outsourced services are designed to enhance the service delivered via any media — phone, fax, e-mail, the Web — at any point in the customer relationship life cycle. Supporting this consistency is SITEL's client-centric organizational structure that provides a single point of accountability for its clients' solutions. Headquartered in Baltimore, Md., SITEL handles over 1.5 million customer contacts per day at more than 84 customer contact centers in 20 countries. More information can be found at <http://www.sitel.com>.

## ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit [www.avaya.com](http://www.avaya.com).