

Applications and Services

- Avaya S8300 Server
- Avaya G700 Media Gateway
- CCE CTI Middleware
- IR Automatic Voice Response System

Results

- **Improved Customer Satisfaction.** After the solution was deployed, KBTNC canceled all the report phones in the stations, and started to use a universal number 96599 for all the service calls. Previously widely spread customer services were integrated into a unified system, which allows the service resources to be allocated based on customer needs and the quality of service to be supervised. The 24/7 service brings great convenience to the customers especially those who are not able to make inquiries within regular business hours. Some contact center applications such as the recording system and the transaction history tracking also enable the customer service center to gather and analyze customer information, hence providing personalized services to different customers. As a result, the increased service level significantly improved the customer satisfaction.
- **Unified System Management.** Through Avaya solution, the customer service center has realized fully computerized management of all the businesses and the integration of multiple business systems. It also provides multiple communication channels such as phone, messaging, fax, interactive voice, and so on. These channels enhance and simplify the internal and external communication and information exchange. Currently, the call center provides the following services:
 1. Business Inquiries
 2. Billing Inquiries
 3. Malfunction Reporting
 4. Complaint Handling
 5. Service Transfers
 6. Digital Television Business
 7. Other
- **Stability and Reliability.** With the Avaya solution, Kunming Broadcast Television Network Service Center is able to operate stably in the long term. The quality of the service has been reliably assured, which makes the customer center a window to promote the overall image of Kunming Broadcast Television Network Center.

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 Authorized Avaya BusinessPartner, or access other collateral by clicking on **Resource Type** under “**Do Your Research**” at www.avaya.com.