



Challenge

To improve operational efficiency (via a stable yet interoperable platform with greater bandwidth capabilities), increase agent productivity (approximately 24 million contacts annually), automate system management, enhance customer service standards and grow the business (by offering a broader range of services to differentiate AIS from its competitors).

Solution

A new contact centre platform designed, deployed, and supported by Avaya provided the best price, performance and scalability to meet current and future business goals.

Value Created

- Intelligent, personalized interactions with customers have increased the Customer Satisfaction Index by 13.4%
- More productive internal collaboration has created more availability to support more agents and more agent specialization skills
- Faster linkage of people, processes and resources via easy-to-use features and more automated processes result in a 42% gain in agent productivity
- More agile, secure and reliable operations since implementing the new solutions and integration with the existing CRM tools lead to a 49% sales gain



Avaya Contact Center Solutions Help Thailand's Largest Mobile Operator Improve Customer Experience and Agent Productivity

Mobile telecommunications innovator Advanced Info Service (AIS) holds the largest share of the fast-growing Thai market, with 17 million subscribers representing 54% of the nation's mobile users. These subscribers enjoy superior customer service through AIS's Advanced Contact Center (ACC). Rebuilding its ACC infrastructure on a robust, scalable, and reliable Avaya platform with the help of Avaya Global Services Asia Pacific, AIS has dramatically improved the efficiency of its contact centre operations, raised agent productivity, and enhanced customer service standards to fuel business growth through the rapid provision of more personalized and innovative services.

When AIS launched its first mobile phone service in 1990, to pioneer cellular communications in Thailand, it made network availability, network quality, and customer service the three pillars of its brand. It has remained the market leader over the years, helping to grow Thai mobile penetration to 6% by 2000 and to 53% today.

Anticipating this growth, AIS established a new division, Advanced Contact Center Co., Ltd (ACC) in 2002 Thailand's first call center. Now a separate company, ACC has 2,000 agents in 13 locations across Thailand, operates around the clock on a 24 X 7 basis, and handles approximately 24 million customer contacts annually for AIS.

With rapid growth of its subscriber base and contact volume, ACC found that its ability to serve customers was limited by its existing technology. It needed a more stable call centre platform with greater bandwidth and it wanted to automate system management to do away with the semi-manual system customisation currently required to maintain Service Level Agreements in its highly competitive market. These improvements would allow it to increase its workforce, hone its service skills, and offer a broader range of more exciting services to differentiate itself from its competitors.

Advanced, Customized Solution

After a stringent selection process that involved many global vendors, AIS selected Avaya to help it design and deploy its new contact center. AIS considered a number of factors, from vendors' technical strengths and technology roadmap, to the expected return on investment, productivity gains, and ease of implementation.



Vilasinee Puddhikarant, Managing Director, Advanced Contact Center Co., Ltd says: "As the world's

number one supplier of contact center equipment, Avaya is a good match for a company like ACC that demands technological excellence. The Avaya team designed a contact centre platform that is versatile and interoperable, with the scalability and price-performance to meet our needs."

“ With Avaya, we have found more than a contact centre solutions vendor; we have found a true partner able to deliver a highly integrated solution based on our requirements and the unique market in which we operate. ”

Vilasinee Puddhikarant, Managing Director, Advanced Contact Center Co., Ltd.

Partnership-based Approach

But the AIS solution was about more than technology – at its main approach is partnership. “State-of-the-art technology alone cannot help us achieve our goals,” continues Puddhikarant.

“We needed a vendor that understood our vision. With Avaya, we have found more than a contact centre solutions vendor; we have found a true partner able to deliver a highly integrated solution based on our requirements and the unique market in which we operate.”

Avaya was thus tasked to deliver a full service, from solution design to implementation and integration with AIS’ back-end customer relationship management (CRM) system, Witness Systems workforce optimization software, and NICE Systems call center applications. The partnership also involves a five-year support and maintenance contract.

Customer Satisfaction Leaps 13.4%

Part of the Avaya solution was the creation of a single, centralized virtual IP Contact Centre to consolidate two main ACC sites and five remote sites. This has resulted in easier management, reduced costs, and more effective load balance flow between sites. ACC is now able to route calls to the most appropriate agent in the shortest possible time and to better support agent specialization. As a result it is now operating well above industry standards in terms of abandon call rate, average holding time, and staff competency

“I am pleased with the overall operational performance, especially the increase in agents’ ability to serve customers. We



have increased our Customer Satisfaction Index by 13.4%,” says Chootinai Dummananda, Assistance Vice President - Contact Center Operation, Advanced Contact Center Co., Ltd.

Flexibility, Availability, and Capacity

Advanced Info Service now enjoys more functionality through its Avaya IP Telephony Contact Center solutions that helped conquer its technology limitations and also provides business continuity support.

AIS has a more flexible and secure system and has made remarkable improvements in system availability. This means AIS can immediately serve more customers and has the capacity to add more service skills and agents as needs dictate.



“System availability and scalability are the keys to better serve customers with a consistent, high-quality experience. We are entering

a new era of contact center business and a clear product road map is essential for future growth. Avaya can answer it all,” Surawat Shinawatra, Assistant Vice President - Contact Center Solution, Advanced Contact Center Co., Ltd. explains.

Dramatic Productivity and Sales Gains

The Avaya Call Management System (CMS) provides a comprehensive set of administration, reporting, and monitoring tools that have helped ACC operate more efficiently – reducing average holding time and increasing operating efficiency by 42%. With Avaya CMS, supervisors view real-time information, track trends, plan new campaigns, and optimize resource deployment across multiple sites and communication channels.

Sales have also been dramatically improved. With the Avaya Predictive Dialing System features and its CRM applications fully integrated with the new platform, agents are now able to set preferential calling lists and easily dial out using the Avaya toolbar, leading to a 49% increase in sales.

“Looking ahead, we are confident of growing our relationship with Avaya. With the solution we now have in place, we see an opportunity to scale in order to support the more diversified needs of the Shin Group, parent company of AIS,” Puddhikarant concludes.

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.

All statements in this Case Study were made by Vilasinee Puddhikarant, Managing Director, Advanced Contact Center Co., Chootinai Dummananda, Assistance Vice President - Contact Center Operation, Advanced Contact Center Co. and Surawat Shinawatra, Assistant Vice President - Contact Center Solution, Advanced Contact Center Co., Ltd.

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Surawat Shinawatra, Assistant Vice President - Contact Center Solution, Advanced Contact Center Co., Ltd.

APPLICATIONS

- Avaya Communication Manager
- Avaya Call Management System
- Avaya Predictive Dialing System
- Avaya IP Agent
- Avaya Interaction Center
- Avaya Interactive Response
- Avaya Operational Analyst
- Avaya Business Advocate
- Avaya Modular Messaging

SYSTEMS

- Avaya S8700 Server
- Avaya G650 Media Gateway
- Avaya G700 Media Gateway
- Avaya 6400 Series Digital Telephones

SERVICES

- Avaya Global Services

ABOUT ADVANCED INFO SERVICE (AIS) PUBLIC COMPANY LIMITED

Advanced Info Service Public Company Limited (AIS) a subsidiary of Shin Corporation Plc, is the established leader in Thailand's wireless communications industry. It holds the dominant market share and provides a range of GSM services, including WAP, GPRS and 3G, to subscribers in 795 districts in 76 provinces of Thailand. AIS has continuously enhanced and expanded its network in order to respond to the market and technological advances, whilst keeping abreast of consumers' growing demands and needs. For more information, visit www.ais.co.th

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.