



“With a global operation like Aramex, it makes sense to use the technology of a global leader like Avaya. It’s truly remarkable the difference reliable and intelligent communications can make in an organization as widespread as ours.”

– Mohammad Shahin,
Jordan Country Manager.

Aramex

ARAMEX, part of Arab International Logistics (AIL) and listed on the Dubai Financial Market, is the leading provider of total transportation solutions in the Middle East and North Africa regions and South Asia, offering express delivery, freight forwarding and logistics solutions. Founded 23 years ago, ARAMEX employs over 4,000 people in 200 offices spanning five continents and has a strong global alliance network offering worldwide presence. For more information, visit www.aramex.com.

Challenge

The senior management of Jordan-based ARAMEX sought new ways of enhancing communication between sites and increasing flexibility with third party vendors, customers and partners.

Its old phone system was a legacy TDM system that supported basic telephony

features. It did not support least-cost routing, advanced forwarding and follow-me features, mobility or IP telephony. The system was also used as a basic call center: it supplied very little in terms of skill-based routing, intelligent routing and advanced reporting. Additionally, the system did not support IP telephony, which limited Aramex’s ability to deploy advanced applications (such as CTI integration) or centrally manage and deploy its system.

The Aramex call center handles an average of 4,000 calls a day, with callers requiring all sorts of information from a large number of different sources. The organization was suffering from calls not being handled by the correct person, calls being dropped after not being answered, and the lack of comprehensive or accurate reporting. In addition, Aramex uses “teams” to handle customer requests: it was always very hard to reach different members of the designated team.

Solution

ARAMEX chose an Avaya system to streamline its transportation systems and its operations, including international express delivery, freight forwarding, logistics and warehousing. The Avaya system, based on open architecture for enhanced interoperability, is being used in ARAMEX's other offices in Jordan, New York, India, followed by all 200 offices spanning five continents and benefiting over 4,000 people.

The first step in deploying the solution was to use IP telephony across all its sites. This allowed for centralized management and deployment of the system, such as updates to phones and users. In addition, Aramex used the system to integrate with its CRM application (AAPAC) to allow for seamless business process integration. The solution also connects Aramex sites globally, allowing different Aramex locations to communicate seamlessly. IP softphones were deployed, allowing remote workers to reduce costs and collaborate more easily with their colleagues; mobility features were also deployed.

In Jordan, Aramex has two sites, both deploying Communication Manager 3.0 running on Avaya S8300 servers and G700 gateways. They are deploying a pure IPT deployment, so most of its phone sets are 4600 series. In terms of mobility, Aramex is using the softphone application extensively (around 20 percent of the Jordan staff use softphones), in addition to extension-to-cellular.

Aramex has a call center in Dubai with 25 agents, one in Amman with 15 agents, and call centers in Kuwait, Saudi Arabia, Egypt and India under implementation.

Aramex's call center functionality was greatly enhanced. By installing Avaya's Call Center

Elite and Call Management System, Aramex introduced skills-based routing and accurate reporting. In addition, Avaya's built-in basic call center functionality allows small teams to handle incoming calls as small call centers, which allows for better call handling and higher efficiency.

Currently, Aramex has Avaya systems running in Jordan, the United Arab Emirates, Egypt, India and the U.K. Scheduled installations are planned for KSA, Qatar, Bahrain and Lebanon.

Results

- **Centralized ease-of-management.** IP telephony allows for centralized management and deployment of the system, such as updates to phones and users, saving Aramex payroll costs of duplicative IT staff.
- **Improved business processes.** The Avaya system's ability to integrate with the Aramex CRM application (AAPAC) delivers seamless business process integration. The solution also connects Aramex sites globally, allowing different Aramex locations to communicate seamlessly. With its open architecture, the Avaya system allows for enhanced interoperability, a key for a global operation like that of Aramex.
- **Improved efficiency and tracking.** By installing Avaya's Call Center Elite and Call Management System, Aramex introduced skills-based routing and accurate reporting, increasing call tracking and customer satisfaction. In addition, it made use of Avaya's built-in basic call center functionality to allow for small teams to handle incoming calls as small call centers, which allows for better call handling and higher efficiency.

APPLICATIONS AND SERVICES

- Avaya Communication Manager
 - Avaya S8300 Servers
 - Avaya G700 Media Gateways
 - Avaya IP 4600 Series Telephones
 - Avaya IP Softphones
 - Avaya Extension-to-Cellular
 - Avaya Call Center Elite
 - Avaya Call Management System
- **Enhanced collaboration.** IP softphones and mobility features such as Avaya's Extension-to-Cellular allow remote workers to reduce costs and collaborate more easily with their colleagues.
 - **Reduced costs.** With a centralized system, Aramex employees from different countries can talk to each other over the data network, reducing international toll costs at the same time it increases collaboration.

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.