



Avaya Unified Communications and Contact Center Solutions Help Harvest Fund Enhance Its Competitive Advantages

Challenge

As its business continues to grow, and as the fund management industry becomes increasingly competitive, Harvest Fund feels it needs a new communications system that can: increase productivity and business efficiency; improve customer service; enhance collaboration with partners.

Solution

Avaya has built a unified communications platform and a multimedia contact center that make use of the expertise of the whole company for customer service. Harvest's legacy communications system has been integrated into the new one that features strong processing power, superior scalability and security.

Value Created

- **More efficient communication and collaboration** as well as less communication cost within the institution
- **Improved channel training and knowledge sharing** with partners
- **Increased service capabilities** by using the expertise of the whole company for customer service based on the unified communications platform

Founded in March 1993, Harvest Fund Management Co. Ltd. was one of the first 10 fund management institutions in China. In August 2007, Harvest became the first fund approved as a Qualified Domestic Institutional Investor (QDII) authorized to invest overseas.

With 9 years of development in China, Harvest became the first fund management company that manages assets over RMB 100 billion yuan.

The rapid business growth brought about challenges to its IT and communications system. During the period when the institution launched the Harvest Strategy Growth Fund in December 2006, its original call center was overwhelmingly stressed in the face of over 15,000 incoming calls from customers and prospects per day, among which only 20 out of every 10,000 calls got opportunities to be answered by agents. The limited scalability and poor capability of the call center severely hindered Harvest from providing appropriate customer services.

A new communications system is necessary for Harvest to support its business growth and future development.

Selecting Avaya

"Not only external investors but also our employees are users of our IT and communications system," said Xiang Ningning, Deputy Director of IT Department at Harvest Fund, "We have to satisfy the requirements of both outsider and insider users at the same time."

Following a comprehensive review of several vendors, Harvest selected Avaya to help build the new communications system. Xiang added, *"We chose Avaya because they deliver highly integrated and scalable communications system, secure and reliable products. Avaya also has a proven track record in support services."*

Avaya's advantage in unified communications is that its solutions can incorporate mainstream third-party products in a range of fields, such as video conferencing, instant messaging and so on. That is particularly suitable for Harvest's needs and is one of the key considerations that Harvest decided to choose Avaya.

Given that there were two different kinds of users, internal workers and external clients, Avaya provided the whole solution with unified communications and multimedia contact center solutions. The Unified communications solutions include Avaya Communication Manager, Meeting Exchange, VPN remote IP phones, etc. while the Contact Center solutions contain Avaya Call Management System, Avaya Interaction Center, among others.

“**We chose Avaya because they deliver highly integrated and scalable communications system, secure and reliable products, as well as proven track record in services. Avaya Unified Communications and multimedia contact center solutions help us greatly enhance the internal communication efficiency and customer services.**”

— Xiang Ningning, Deputy Director
of IT at Harvest Fund— Lorem

Unified Communications Enhances Communication efficiency and Mobility

Employees of Harvest are equipped with 400 sets of Avaya one-X™ Deskphone Edition 9630 and 9640 to access rich application features, such as conferencing, voice mail, call transfer, etc.

Inside workers can also benefit from Avaya's Extension to Cellular application. With the application, their desk phones and mobile phones will ring simultaneously when there is an inbound call, making sure they do not miss any important calls even when they are not at the desk. So workers can communicate with each other efficiently while the institution can manage internal communications effectively. Interactions through cell phones can be recorded when necessary, which is especially suitable for the fund management industry.

The calls will automatically be routed to voicemail boxes when it is not convenient for workers to take a call with their desktop or mobile phones. The call can even be sent to those workers by fax.

With a unified communications system, employees can access a unified system to communicate with each other from wherever they may be located and from whatever medium they may be using, including video conferencing, instant messaging, etc.

Meanwhile, the Avaya Meeting Exchange, a multimedia conferencing system, facilitates remote audio and web conferencing with internal workers or channel partners.

As a result, the information on latest fund products can be immediately shared with channel partners and sales.

“Extended Call Center” Improves Customer Experience

Today every member of an organization needs to be involved in customer service activities. Meanwhile, experts have become a sort of resources at a premium as more complicated fund transaction results in ever-growing consulting demands. So advanced communications system is vital to effective customer services.

The Harvest Fund's multimedia contact center based on Avaya consists of 420 trunk lines, 150 seats and multiple sets of Avaya one-X™ Deskphone Edition 9620. If an agent needs help from an expert with high-end customer inquiry, a conferencing call can be started immediately with an appropriate expert in order to solve the problem as soon as possible. That is the expertise of the whole company for customer service.

“Because of the nature of our business, sometimes agents may find it hard to fully answer customer inquiries when it requires special knowledge and expertise.” said Zhao Hong, Director of Customer Services at Harvest. *“With the Avaya solutions, they will be able to conveniently bring in experts of the company. This will for sure enhance our service level, particularly for high end customers.”*

The Efficiently Managed Multimedia Contact Center

The contact center also provides multi-channel communications, including fax, instant messaging, email, etc. In addition, as all the channels are managed by one single routing system, customers can contact agents in the most convenient or preferable way and get their problems resolved most quickly.

With the multimedia contact center going live, Harvest's agents are able to respond to 8,500 to 10,000 clients per day, significantly improving its customer service level.

Furthermore, with the Avaya Interaction Center implemented, Harvest's customers can access information, even conduct transactions, through speech self-service, hence customer service up and running 24/7.

The Avaya system also provides comprehensive, uniform reporting, easing the management of the contact center.

Empowered Communication in the Branch Office

As its business has grown, Harvest has opened more and more branch offices around the country. One of the challenges the institution faced was how to interact with branch offices effectively and lower communication cost.

Private lines are not cost-effective for branches as branch offices are usually small, typically 3 to 5 people, 10 at the most. This is why Harvest adopted 100 sets of Avaya VPN remote IP phones, which are deployed in the institution's branches or temporary offices nationwide.

With these IP phones, employees working in the branch offices can immediately get access to the same enterprise IP telephony capabilities as in the headquarters by simply logging onto the VPN network. No media servers or gateways are required. In addition, VPN's encryption and other features ensure the network is accessed only by authorized users.

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.

“As the fund management industry rapidly develops, fund companies need to re-deploy their communication and service strategies. Harvest has increased service level with the help of Avaya's leading-edge Communications technologies and applications, thus achieving our business goals.”

— Zhao Hong, Director of Customer Services at Harvest Fund

APPLICATIONS

- Avaya Unified Communications
- Avaya Call Management System
- Avaya Meeting Exchange multimedia conferencing system

SYSTEMS

- Avaya S8700 Server
- Avaya one-X™ Deskphone Edition 9630/9640
- Avaya VPNremote for 4600 Series Telephones
- Avaya Communication Manager
- Avaya Interaction Center

SERVICES

- Avaya Global Services
 - Project Management
 - Solutions Design and Development
 - Consulting Service on Contact Center
 - Solutions Deployment
 - Avaya Global Services product support

ABOUT HARVEST FUND MANAGEMENT CO. LTD.

Founded in March 1999, Harvest Fund Management Co. Ltd. was one of the first 10 fund management companies established in China. Harvest was also among the first fund management institutions chosen by the Chinese Government in December 2002 to manage the National Social Security Fund. In June 2005, Deutsche Asset Management took stake in Harvest and made Harvest one of the largest joint-venture fund management companies in China. In August 2005, Harvest was selected as one of the first companies to conduct Enterprise Annuity business by the Ministry of Labor and Social Security. In 2007, Harvest became the first fund approved as a QDII authorized to invest overseas.

Harvest is one of the China's leading management companies, with total funds of over RMB 200 billion yuan under its management (ended March 31, 2008). The institution provides the most comprehensive investment offerings in the industry by covering all major types of fund including equity fund, balanced fund, money market fund, bond fund, index fund, etc., and managing a wide range of funds including 2 closed funds, 12 mutual funds as well as multiple Invest Portfolios for the National Social Security Fund and Enterprise Annuity accounts.

With more than 300 employees as well as experienced research and efficient marketing teams, Harvest has continued to achieve superior performance. It has been named as Golden Bull Fund Management Company by the China Securities Journal for 3 consecutive years from 2005 to 2007.

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.