

Ryla



Founded in 2001 and headquartered in Georgia, Ryla is a fast growing provider of high quality customer contact solutions for Fortune 500 companies, government agencies and non-profit organizations. The company supports proactive, high-volume customer contact campaigns, personalized service and support for inbound customer interactions, support for chat and e-mail interactions, custom applications and segmentation services, and on-demand contact support. For more information, visit <http://www.ryla.com>

Challenge

As a premium-service contact center outsourcer, Ryla has grown fast, doubling its agent base in a recent 12 months to over 1,100 agents. The company anticipates expansion to 5,000 agent seats in the coming three years, making orderly growth a key business challenge.

In 2007 with heavy demands for its services, the company adopted an IP telephony contact center model to reduce costs and support the company's aggressive plans. At the beginning of that year Ryla had four different communications platforms, including high-priced seats outsourced from other contact center vendors. The mixed platform environment was inefficient and did not support one of Ryla's strategic differentiators: rapid response to customer needs. "Ryla is committed to surpassing competitors in speed of campaign deployment," said Ryla's vice president of information technology Ruben Maury. "We aggressively position Ryla as a provider of contact support for crisis management scenarios, in which rapid massive support and total service continuity are paramount."

Another business differentiator for Ryla is high retention of experienced agents in an industry where turnover sometimes runs as high as 70 percent per year. Ryla's contact center solution must help sustain agents' satisfaction in the workplace.

Solution

An Avaya Authorized BusinessPartner provided Ryla with an Avaya IP telephony contact center solution coupled with SIP trunking for efficient, high capacity telephony. At the heart of the solution are the Avaya S8510C SIP Enablement Services servers, Avaya Communication Manager software and Avaya G860 Gateway, handling traffic equivalent to more than 100 standard broadband trunks. Agents are supported by Avaya Contact Center Elite, Avaya IP Agent and Avaya Proactive Contact for outbound services. Avaya Enablement Services supports the rapid development of contact center applications taking advantage of SIP's open architecture. Avaya Modular Messaging provides integrated voicemail and email to managers as well as more than 200 agents whose customer interactions require voicemail for callbacks. Avaya also supports Ryla with a range of services such as Avaya Software Release Management Support and Avaya Proactive IP Support Converged Monitoring Service, providing secure and continuous monitoring.



Applications and Services

- Avaya S8510C SIP Enablement Server
- Avaya Communication Manager
- Avaya G860 Secure Intelligent Gateway
- Avaya Proactive Contact
- Avaya Contact Center Elite
- Avaya Application Enablement Services
- Avaya Modular Messaging
- Avaya Proactive Contact Center
- Avaya Software Release Management Support
- Avaya Proactive IP Support Converged Monitoring Service
- Avaya IP Softphone

Results

Lower initial costs, lower operational costs. Call center technology that Ryla owned was disaggregated in multiple systems. As contact operations were brought into a single IP environment, the Avaya solution eliminated the use of costly standard broadband trunks and enabled the company to exploit high capacity SIP trunks. This reduced trunking costs by 70 percent or more than \$600,000 a year. “Five cent a minute trunking fell to a penny a minute,” Maury said.

Ability to rapidly expand services to meet customer demand. SIP trunks made it easy to add capacity. Maury anticipates that today’s effective 3,000-trunk traffic volume can expand to 7,000 with minimal added expense.

Reduced training costs, high agent retention. Ryla’s workplace and staffing practices are attractive to employees, as reflected by the company’s low turnover rate of less than 30 percent per year. Agents have expressed strong satisfaction with the Avaya IP Agent workstation, a softphone interface to callers with nimble mouse-and-keyboard controls. Headsets plug into a standard computer port and cost hundreds of dollars less than most hard telephones. The integration of telephony and data systems reduced the number of screens that agents must scroll through.

Ability to seize high-growth business opportunities. Ryla’s competitiveness depends on its ability to meet the terms of demanding customer proposals. Trunk capacities in the SIP trunking model were made available for customer campaigns in much less than the standard one month. “We’re able to set up customer campaigns much faster than many competitors who take months,” said Maury, “and we can handle huge volumes of calls – 75,000 in one day for a recent campaign.” Ryla’s flexible high capacity enabled the company to position offers for disaster recovery support.

System reliability and business continuity. Ryla administers its contact operations with a small staff, tapping Avaya Global Services for 24x7 system oversight. In a year, Maury saved an estimated \$400,000 in service calls based on continuous monitoring and system adjustments made remotely by Avaya.

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.

“Avaya helps Ryla fulfill its mantra, which is ‘Excellent Interactions Every Time™.’ With Avaya contact solutions, we’ve achieved the high level of flexibility to support a range of customers on quick turnaround and including very high peak volumes of calling activity. Avaya has helped propel Ryla to leadership in the customer care industry.”

— Ruben Maury, Vice President of Information Technology, Ryla