

CASE STUDY

With Avaya VoIP, the contact centre has been transformed from a necessary expense into a guaranteed investment

Challenge	Solution
The existing call centre, based on an analogue switchboard, had already become inadequate due to the difficulty in answering all calls in time as well as elevated operating costs. The challenge was to reorganise the contact centre using VoIP technology, reducing costs and at the same time improving quality of service.	Trenitalia implemented a communications platform based on Avaya S8700, a latest generation native IP ISPBX, which still allows for traditional digital and/or analogue telephone terminations to be managed. Applications have also been implemented, including Avaya Call Management System and Avaya Voice Portal, an IP-based platform that supports applications complying with the VoiceXML 2.0 standard. Voice Portal provides an IP-based environment for automatic self-service telephone transactions that would otherwise have to be routed by an operator or Contact Centre agent.
Results	
<ul style="list-style-type: none"> • Significant improvement in client support services • Reduction in the time and total cost of ownership 	

Why Avaya?

The Avaya BusinessPartner was the main contact on the project and Avaya knew how to guarantee an offering suitable to respond fully to the client's needs.

Milan, Italy – The project that Trenitalia entrusted to its main BP was a total reorganisation of the old client telephone support system.

A particularly complex, extensive and costly infrastructure like Trenitalia's required perfect efficiency and represented a huge challenge for whoever was asked to manage it. Succeeding in supporting a fast and functional client support service, which does not subject users to lengthy and annoying waiting times and which cuts into company resources as little as possible, became a top priority. In 2005, Trenitalia found itself faced with the need to reorganise its call centre in order to manage an increasing number of requests whilst also gaining greater versatility in its service and a reduction in costs. The existing system, based on an analogue switchboard, had already become insufficient to deal with such problems, causing operational costs to keep rising.

From call centre to contact centre

Calling on an already strong relationship, consolidated over time, Trenitalia did not have to think long before turning to one of its oldest business partners to plan a new solution. *"As soon as we heard the requirements for the work to be carried out, we designed the architecture and a first draft of dimensioning"* explains Maria Luisa De Angelis, Business Development Manager for the Avaya Authorised BusinessPartner involved in the project. The heart of the entire project lay in the conversion of the analogue telecommunications system into a more modern, versatile and economical system: a contact centre based on VoIP technology. *"For the telephone support service for Trenitalia's clients, known as 89 20 21, it was easy to establish that a "host" form of infrastructure would be most advantageous both economically speaking and operationally speaking"* states De Angelis. In the planning phase, Avaya identified the most suitable equipment to meet Trenitalia's new requirements and proposed solutions to the BusinessPartner, who, in the meantime, had provided for the installation of connectivity. *"Together with Avaya, we analysed traffic over the last year and worked together during the implementation phases"* concludes Dr. De Angelis.

A complete, balanced and efficient system

The solution as a whole consists of a Voice Portal System with 180 AVP ports, 90 Automatic Speech Recognition (ASR) and the same again of Text-to-Speech (TTS) channels. The call centre service revolves around a Web application supported by two dedicated servers alongside a load balancer. Supporting the 180 VoIP channels on the Voice Portal platform are four Linux servers for the VXML Browser and one more dedicated to managing the system. To support a Loquendo Speech Server on the other hand, four Windows 2003 servers with 45 channels each, respectively ASR and TTS, are in operation. Finally, another two Windows servers with load balancers manage the VXML application. In terms of productivity and quality of service, the results were immediate. With an automatic incoming call sorting system, the majority of users can obtain the information they want without necessarily needing to talk to an operator, thus reducing waiting times for all other requests. The project's economic return has also been demonstrated ever since the first phase of testing, a result that Trenitalia has described as "extremely positive", in conjunction with not having internal servers needing to be maintained thanks to the reliable management and maintenance guaranteed by Avaya and by the BusinessPartner involved in the project.

Considerable investment but set to keep moving forwards

The project went live in August 2005 and, as far as infrastructure is concerned, required a total investment estimated at around 1.2 million Euros. From the point of view of further developing the project, Trenitalia intends to expand the contact centre to offer clients the possibility to buy tickets automatically and therefore manage the entire process autonomously. Something else under investigation is the possibility of introducing a disaster recovery system as well as procedures for return tickets including a choice of relevant routes.

For information on how to use Intelligent Communications solutions to revolutionise your business, contact your Avaya Client Executive or Authorised Avaya BusinessPartner or read more at www.avaya.com/emea.

“For the telephone client support service, 89 20 21, it was easy to establish that a “host” form of infrastructure would be most advantageous both economically speaking and operationally speaking. The project enabled Trenitalia to optimise its resources perfectly.”

ABOUT TRENITALIA

Today Trenitalia is the largest railway company in Italy and manages the transport activities of passengers for long and medium journeys, metropolitan and regional railway traffic and also rail transportation of goods.

ABOUT AVAYA

Avaya offers Intelligent Communications solutions that help companies transform their business and gain competitive advantage over the market. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP telephony, unified communications, contact centres and CEBP (Communications Enabled Business Processes). With Avaya Global Services, enterprises large and small benefit from comprehensive services and support. For more information, visit Avaya at:

<http://www.avaya.com/emea>

Applications	Systems	Services
<ul style="list-style-type: none"> • 180 VoIP port Voice Portal platform • 180 port Loquendo Speech Servers with TTS and ASR • Application Server for VXML applications • Connectivity with the Trenitalia environment (TSF) for online retrieval of information to supply to callers • RAO (Automatic Presentation of the Operator) 	<ul style="list-style-type: none"> • PBX/ACD – AVAYA Media Processor S8700 with Communication Manager 3.1 • CMS (Call Management System) for monitoring the PBX/ACD system and providing real-time reporting and historical data • Avaya Voice Portal 4.1 	<ul style="list-style-type: none"> • Professional ACD configuration services • Professional AVP config. services, Professional CMS report personalisation services • IVR application development

Maria Luisa De Angelis, Business Development Manager for the BusinessPartner.