Case Study of Avaya Contact Upgrade for
# Dialog Axiata PLC

Client – Dialog Axiata PLC

Dialog Axiata PLC, (formerly known as Dialog Telekom),is Sri Lanka's largest telecommunications service provider with the country's largest mobile phone network of over 8.2 million subscribers and with many other related products and services.

The contact centre of Dialog Axiata PLC is known as First source-Dialog solutions and it is the Sri Lanka's largest Contact Centre operation provides significant contribution to its services operation. With its strong domain expertise, focus of innovative technological enhancements, stringent operational excellence standards and global delivery platform, First source-Dialog Solutions is well positioned to leverage its scale to provide significant services to its valued customers.

Dialog Axiata PLC- Client's Landscape
- 120,000+ calls capacity per day
- 10,000+ busy hour call completion
- 1500+ extensions
- 500+ Concurrent contact Center Agents(Including Multimedia agents)
- 50+ contact center supervisors
- 60+ voice E1 links
- Multi-channel contact Center reach ability
- Four different locations

Solution at a Glance.
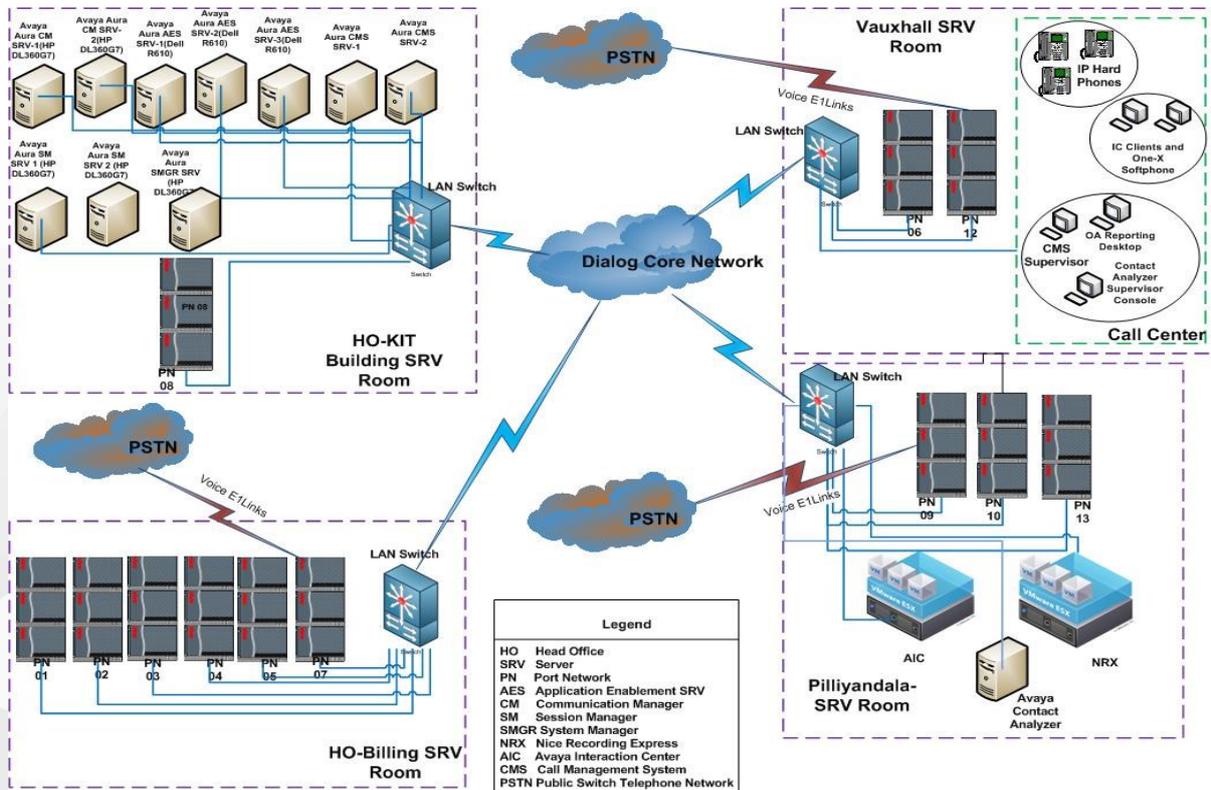
What we offered

Aura Communication Manger 6.3 and Call Center Elite

Avaya Aura Communication Manager provides comprehensive software foundation for real time voice and video communications. Avaya Aura Communication Manager delivers more than 700 services for unified communications, including support for mobility, contact center, messaging, auto attendant, advanced conference calling, etc. Avaya Aura communication Manager is running with HA on two HP DL360G7 servers as virtual templates.

The Call Center Elite suite of call routing software is an Automatic Call Distribution application that maximizes routing and resource selection, allowing agents to handle calls more effectively and improving overall productivity. It offers conditional (if/then) call routing, using context-based inputs and versatile selection capabilities. Managers can choose whether inbound calls connect with the least busy agent, the first available agent, or the one with skills that best match the customer's needs. Virtual call routing allows businesses with multiple sites to maximize resource utilization across all locations.

One-x Soft phones for Call Center

Avaya one-X® Agent is a desktop software application built specifically to meet the needs of contact centre agents. Avaya one-X Agent gives contact centre agents the tools they need to be more productive, whether they're working in a headquarters location, in a branch office or home office. One-touch access to functions such as conference, transfer, and supervisor assist enables agents to effectively manage both communications and agent tasks, making them more productive, responsive, and collaborative regardless of where they are working. With Avaya one-X Agent, contact centre agents can pre-record their greetings, ensuring that no matter how late in the day, each customer is greeted with the same fresh, enthusiastic greeting as if it were the first call of the day. It's easy to bring new agents on board with Avaya one-X Agent.

Session Manager and System Manager 6.3

Session Manager Support innovative session based architecture that make it possible to manage users and multimedia communications across complex enterprise network including both Avaya and any other third party systems. Session Manger is running with HA configurations on two DL360G7 servers.

System Manger provides Centralized, secure, browser-based management console that provides network administrators with an integrated, intuitive solution for network management. It includes provisioning, user administration, dial plan management, routing policies, security and fault/performance monitoring, and licensing.

Interaction Center 7.3

The Interaction Center software suite provides enterprise-class control of contact-center communications across multiple channels: voice, video, email, Web chat, and IP telephony. It simplifies the management process, helping companies maintain high levels of service, so they can consistently exceed customer expectations. Its open-standards-based architecture simplifies design, deployment, and maintenance, so businesses can easily integrate it with their own data, applications, and switching systems, as well as those of their partners.

The Interaction Center is running on top of the customer provide VMWare platform and there are five separate servers including for the solution including two Core servers, one web server, one e-mail server and one chat server

Call Management System 16.3

Designed for businesses with complex contact-center operations and high call volume, Call Management System is a database, administration, and reporting application to help businesses identify operational issues and take immediate action to solve them.

Using a familiar Windows interface, call center managers can view data and receive customized threshold and exception alerts, all in real time. They can also view historical reports to help them analyze trends, establish performance benchmarks, and plan new marketing or customer-service campaigns. These reports can be easily customized to suit the needs of the business. With easy access to real-time and historical data, managers can make faster, better informed decisions, for more effective contact-center operations.

Avaya CMS system is running with HA configurations on the two no of SUN Sparc X4270 servers. In addition to the internal communications, CMS system is facilitating and provide data stream to the customer owned third party application such as Work Force Management system and ECH data collector.

Operational Analysis

The Operational Analyst software environment allows multi-channel contact centers to analyze performance data—both real-time and historical information—across multiple sites and vendor platforms. It includes a centralized Customer Interaction Repository that gives supervisors and business manager's full access to transaction and interaction histories across voice, Web, email, and other media. Standard report packages provide actionable details and summaries that span multiple locations and communication channels.

Contact Analyzer

Contact Analyzer provides detailed, flexible, customizable contact center reporting that complements Avaya Call Management System summary level reports. This application captures call data for individual transactions. Access to this data provides specific insights into many aspects of contact center performance beyond the information available in existing summary level reports. With Contact Analyzer, you can generate detailed reports such as Callers on Hold, Executive Complaints, and Outbound Calling. In addition, reports can be customized for requirements not met by standardized reports.

Application Enablement Server 6.3

Enables set of software interfaces that provide connectivity between external applications and Avaya Aura Communication Manager. Using Application Enablement Services, software developers can write client applications in the programming language or protocol of their choice— enabling customers and DevConnect partners to integrate Avaya Aura with hundreds of communications and business applications.

Nice Recorder Express

NICE recording eXpress captures, manages and processes calls, in stand-alone offices and across branch locations, all with one solution. With its intuitive configuration and administration, the system is easy to configure and easy to use.

Challenge we had

- Not a single system, Collaboration of multiple systems
- Scale and complexity of integrating in to the existing systems.
- Difficulties in interoperability of old systems with new platform, hence there was no way to perform modular migration.
- High degree of technological gap between old platform and new platform
- Management of project time lines due to tied time schedule
- Limited down time for the system cut-over(maximum allowable down time was 10 minutes)
- Unsupported third-party applications and those were completely in obsolete stage.

Achievements and our Identities

- On time project completion
- Four minutes down time for the system migration
- Cut down the number of physical servers with the new solution.
- Provided work around solutions for each customer's owned third apart systems to communicate with new platform.
- Provided customized reporting templates based on the customer preference in addition to the standard reporting platform.
- Removed traditional reporting platforms and provided simple and user-friendly alternative solutions in order to facilitate easy operation.
- Enabled session based architecture across the enterprise network that facilitate both Avaya and non- Avaya third party systems to inter-operate each other.
- Upgraded the existing IVR system (Avaya Voice portal) to the newer version in order to align with new platform.

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