



Indra Bmb chooses
Enghouse Interactive
to optimize its services



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Executive summary

Customer:

Indra bmb

Industry:

BPO

Location:

Spain



More information about Indra bmb
www.indracompany.com

Client profile

Indra Bmb is a Spanish BPO (Business Process Outsourcing) company incorporated within Indra: (Spain's number one IT multinational and one of the largest in Europe), through the transfer of the assets and clients of Azertia, Solucionaria, BMB and Indra from the Document Management and BPO departments. Indra Bmb had a turnover of €83 million in 2006, making it the clear leader in the Spanish BPO market, and with a workforce of 3,000 in 60 centers. It has numerous clients from across all industries: Finance and Insurance, Public Sector and Health, Energy and Industry, Telecommunications, Media, Transport and Traffic.

In 2000, Indra Bmb opened two centers in Barcelona with 170 workstations and 350 operators working on call processing on both outbound (recovery, financing, customer care, incident management, complaints) and inbound (helpdesk, order processing, customer care) side. The collaboration between Enghouse Interactive and Indra Bmb began at these centers, with the goal of reducing costs and unifying existing technology.

Indra Bmb's requirements

The systems in the Barcelona centers were based on an Alcatel switchboard running Infinity CTI software and Siebel, SAT and Remedy applications amongst others, in addition to elements integrated by the client himself. "The main reason for the change was the obsolete technology at the center, which was stopping the company from growing and moving towards a single IP network," says Jose Luis Osuna, BPO Utilities director at Indra Bmb. Other factors driving the technological switch included the need for center unification, content recording, a powerful reporting system,

speed and independence in developing new services such as graphical and assisted scripting, and guaranteed minimum service during contingencies. On top of the technological factors, there were also business reasons. It was very difficult to access Indra Bmb services and there were also needs to cut operational costs, increase productivity and collect detailed service data, "which is something crucial as we can only take decisions on what we can measure," adds Osuna.

The Solution:

Presence OpenGate, a sure choice

"With a view to an upgrade and to increase the strength, productivity and quality of services provided, we asked for solutions from various vendors, such as Alcatel, Avaya, Vocalcom Infinity and Enghouse Interactive. We opened a RFP to detail our needs. After evaluation of all the vendors, we chose the Presence OpenGate," Osuna explains.

The main reasons for this choice was the investment involved, the company's strategy and modular technology that does not depend on a certain infrastructure. "Enghouse Interactive is a provider that is really with you every step of the way and they treat our problems as if they were their own," he adds.

Within the Presence OpenGate solution, Enghouse Interactive's complete suite based on the powerful open source voice-over-IP platform Asterisk, Indra Bmb selected the Presence Voice Inbound and Outbound module for managing inbound and outbound calls; Presence Scripting for creating arguments; Presence Custom Report for generating reports in real time; Presence

Recording; and Presence Reporting (Historical and Real Time) for real-time measuring and call management monitoring. Additionally, a backup system was chosen in Voice Inbound, Outbound and Scripting to guarantee its service in case of an incident.

Regarding the system architecture, "without having to change any of our existing systems, we now have three interconnected centers with a fourth to be added shortly," mentions Osuna. The challenge involved in upgrading the technology at the Indra Bmb centers had four aspects. "The first involved drawing up the perfect project specifications. Once these had been defined, we had to select the right supplier for this, as mutual commitment between the two companies was essential for its execution. Other factors in the deployment were that we had to have the correct resources, with everything planned and thought out to meet the deadlines, and they had to be focus on the outcome in order to achieve the objectives in the timeframes established."

Benefits of the Enghouse Interactive deployment

We have managed to deploy a robust voice and data IP system that fully meets the requirements of Indra BMP," says Osuna. As for call capture, when customers call, they are attended by the same operator who spoke to them the previous time, who already has all the customer's details. "For us, this is the difference between quality and service excellence," Osuna points out.

Additionally, designing applications internally (Presence Scripting) is a major advantage for Indra Bmb, as there is no need to depend on outsourcing it or on the IT department. Other

significant benefits obtained by Indra Bmb include the option to make changes on the fly; improved reporting; control of telephone functions from the toolbar (hang up, answer, call transfer, etc.); guaranteed scalability and development of the solution; and the modularity of the suite. "Enghouse Interactive meets our expectations," adds Osuna.

Future plans

All these improvements have been reflected in the outbound services of Indra Bmb, with a notable rise in the service's productivity. At the same time, the information system has been customized, the call incident management process has been automated, procedures have been simplified and scripts have been shortened and unified. Moreover, a quality control system has been added for calls in order to obtain a clearer and more realistic impression of how the call centers are operating.

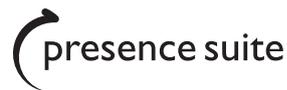
Regarding to inbound call services, it is now possible to catalogue the type of call, which increases the personalized information that can be offered to the customer. Additionally, the data import and export system has been streamlined; incident monitoring has been improved significantly; calls are recorded and recovered using contact and business parameters; and quality control has been introduced on calls.

About Enghouse Interactive

We are the world's most **reliable** contact center technology provider. Our global brand is built on our track-record of consistently honoring our commitments – to our customers, our staff and our shareholders.

Enghouse Interactive, a subsidiary of **Enghouse Systems Limited** (TSX: ENGH), is a leading global provider of contact center software and service solutions that deliver enhanced customer service and transform the contact center from a cost center into a powerful growth engine. Our Practices and Solutions enable businesses to leverage meaningful, daily customer interactions to extract key insights used to deepen customer loyalty and uncover new opportunities to add value, profitably.

Supporting over 10,000 customers, in 120+ countries, **Enghouse Interactive** works within any local regulatory environment and supports any telephony technology, whether deployed on premises or in the Cloud, ensuring that our customers can be reached by their customers – anytime, anywhere, and via any channel.



Presence Suite is an
Enghouse Interactive solution

For more information visit
www.enghouseinteractive.es

