

## IP Contact Center Outsourcing Inc. (IPCCO)



### The Philippines-based Call Centre Operator, IPCCO, Taps Datacraft's Expertise to Boost Growth Potential

New Infrastructure and Uptime Services Quadruple Centre's Capacity and Improve Call Quality

#### Industry

Others - Business Process Outsourcing (BPO)

#### Country

The Philippines

#### Challenge

To quadruple call seat capacity within 12 months, without compromising agent performance and affecting customer service

#### Solution/Services

- Datacraft's IP-based Customer Interactive Solution suite
- Uptime services powered by Cisco

#### Results

- ▲ Provision of more personalized customer service
- ▲ Improvement in operational efficiency
- ▲ Increase in revenues through upsell and cross-sell opportunities
- ▲ Reduction of costs per seat
- ▲ Improved responsiveness to market changes

#### Executive Summary

IP Contact Center Outsourcing Inc (IPCCO) is a rising star player in the business process outsourcing industry within The Philippines. Although a fairly young company, it has built a reputation as a quality English voice content and telemarketing services for domestic and multinational companies.

Eager to grow its market share, IPCCO has its sights set on expanding its business and wants to quadruple its agent capacity from 250 to 1,000 seats within a 12 months' timeframe – all without compromising agent performance and affecting customer service. To meet this objective, IPCCO has to boost its core network capability.

The Datacraft solution comprises a highly-effective combination of IP-based network infrastructure, new high availability servers and advanced call centre management solution. A one-year Uptime service contract further ensures that IPCCO will receive prompt response and given quick resolution to any IT infrastructure issues it may face. The results will empower IPCCO to focus on providing superior call handling and caller experience to its clients.

#### Client Overview

Based in The Philippines, IPCCO is a rising star player in the country's business process outsourcing (BPO) industry. Since it started its operations in 2006, the company has quickly earned a reputation for itself as a provider of quality English voice content, customer support, technical support, telemarketing, and other services for domestic and multinational companies.

IPCCO offers a full spectrum of outsourced services that include inbound, outbound and BPO services for companies of any size. Its inbound services handled by its trained agents cover customer service, and technical support; while its outbound services include sales and marketing, surveys and loyalty programs. Services under BPO category range from email support and chat support, to document management and transaction processing.

A wholly owned subsidiary of IPVG Corp, IPCCO has clinched a number of prestigious outsourcing contracts from Fortune Global 200 and NASDAQ-listed companies. Additionally, it is the local partner of PCCW Teleservices, one of the largest Information providers in the region.

## Business Challenge

Consultancy firm McKinsey sees a shift from cost-effectiveness to an emphasis on skills quality and competence as the next emerging trend in the BPO industry. This trend is likely to strengthen the Philippines' position as an emerging global leader in this sector. According to industry forecasts, more than a million Filipinos are employed in the call centre industry, which is expected to generate an excess of US\$12 billion in revenues in the year 2010.

A staggering volume of call traffic is handled by IPCCO's team of trained call agents on a daily basis. Some 5000 of inbound and outbound calls occur on a typical day at the company's call centre. More than 90 percent of inbound calls to IPCCO are answered within 60 seconds; while over 99 percent of inbound calls are successfully resolved on first call. The average call handling time is about 5 minutes.



**“Fundamentally, Datacraft is building IPCCO a highly reliable, scalable and future-proofed contact centre. But there's much more to it than efficiency and room for expansion. This new architecture will enable IPCCO to deliver powerful self-service solutions that will enhance our customers' experience.”**

Mike Murphy, Chief Operating Officer of IPCCO

Against the competitive backdrop, IPCCO has its sights set on expanding its BPO business and ramp up its agent capacity. With the goal of increasing this capacity from 250 to 1,000 seats within a year, and without compromising agent performance and affecting customer service, IPCCO recognises the need to boost its core network in order to meet its expansion target.

## Relationship History

This is IPCCO first project with Datacraft

## Solution Provided

IPCCO spent several months conducting a thorough review of the technologies available. It turns to Datacraft to tap the latter's wealth of expertise to deploy a new infrastructure network. The main objective is to quadruple IPCCO's agent capacity within the next 12 months.

The complex project includes several components:

- design of a new architecture
- implementation of several high-availability servers

- deployment of a sophisticated call centre management solution.

The new solution is based on the best-in-class Cisco Unified Contact Center Enterprise for network-to-desktop computer telephony integration and multi-channel contact management over an IP infrastructure. This solution includes:

- implementing eight units of Cisco's advance 7800 Series media convergence servers
- upgrading of its Cisco Unified Communications Manager (from CCM 3.3 to 4.2) and Unified Contact Center Enterprise

With the new solutions, IPCCO is able to deliver advanced presence-based communication applications to its clients and employees.

Datacraft will also provide IPCCO with Uptime powered by Cisco Services – a collaborative service offering developed by the Datacraft-Cisco Global Services Alliance. This ensures that any IT infrastructure issues that IPCCO may face will be promptly responded to and given a quick resolution. Additional benefits that IPCCO enjoys under the one-year Uptime maintenance contract include robust service level agreements (SLAs) and helpdesk support

from Datacraft, as well as problem escalation to the Cisco Technical Assistance Centre.

**How We Delivered**

Prior to developing a solution, Datacraft analysed IPCCO's requirements and future plans to gain a full understanding of the call centre's business needs. As an outsourced contact centre service provider, IPCCO needs the flexibility and scalability to meet new and growing customer demands while ensuring customer satisfaction.

To meet the company's business objectives, Datacraft worked closely with IPCCO to develop a new architecture for a contact centre outsourcing model. Datacraft's Customer Interactive Solutions suite is designed to deliver seamless integration of disparate technologies and communication channels and associated back office systems within a contact centre. The highly-resilient IP-based architecture solution will enable IPCCO to provide superior call handling and caller experience to its clients.

**Value Derived**

Mike Murphy, Chief Operating Officer of IPCCO, expects to achieve a number of significant benefits from the IP-based network deployment. The new network provides a platform for a new generation of customer-centric applications with highly flexible deployment models. These include:

- provision of more personalized services through unique customer experiences that is key to differentiate IPCCO from the competition
- IPCCO's customer service agents being more efficient and productive because they have quick access to real-time, relevant information
- an increase in revenues through up-sell and cross-sell opportunities
- improve IPCCO's responsiveness to market changes
- reduction of cost per seat due to unified infrastructure that requires less maintenance

**Solution/ Services at a glance**

- ▲ New IP-based call centre infrastructure to deliver advanced presence-based communication applications to IPCCO's clients and employees. Components include:
  - eight units of Cisco's advance 7800 Series media convergence servers
  - upgrading of Cisco Unified Communications Manager (from CCM 3.3 to 4.2)
  - Unified Contact Center Enterprise
- ▲ Uptime powered by Cisco Services for prompt response and quick resolution of any IT infrastructure issues