

White Label Project Management

Wired assists major call centre deployment

What was the scope?

The scope of the project was to replace both the existing Interactive Voice Response units (IVR) supporting telephone banking, and the Computer Telephony Integration system (CTI) for a major Australian bank.

The solution built and deployed by the vendor in consultation with the bank was a co-hosted solution, encompassing integration of the AIN, Genesys Network CTI, Network ESS, and Customer hosted IVR applications.

The solution was the largest undertaking of its type in Australia involving 1600 call centre seats across nine national contact centres, managing in excess of 66 million calls per year, and requiring the CTI of over 150 service numbers.

The solution has now been successfully deployed and provides the customer with the foundation, flexibility & enhanced visibility of their national contact centre network.

Due to its size and complexity, the project was managed via four sub projects, designed to group together related activities, skill sets, disciplines and deliverables. One of the benefits of this structure was the reduction in risk and effort by re-using skill sets and retaining knowledge for delivery of the related activities.

What was the challenge?

New Technology Deployment. The project involved the deployment of new technology not fully understood by the bank.

Evolving Skills Base. The customer was the prime lead in the project; the benefit of hindsight would place the vendor as the prime lead or overall system integrator due to their knowledge and skill set.

Lack of Alignment. The lack of alignment between the customers' and vendors' communication channels – both had different structures that lead to miscommunication at times.

Very High Customer Expectations. The customer had very high expectations of the project that were sometimes difficult to fulfil and required a considerable amount of attention by the project team.

Large and Complex Project. The project involved the largest CTI deployment of its kind at the time, which added to the risk and complexity.

How did Wired add value to the client?

Project Manager Selection Wired Consulting scoped the role and identified the key skills and competences required for this the challenging role and delivered a perfectly matched Project Manager.

What was the end result?

The successfully deployed solution provided the bank with the required flexibility, enhanced visibility of their contact centre performance and the foundation for driving further improvements to their business model. A key driver for the bank was to establish the capability to offer differentiated customer experience and to drive sales through service, and this has now been achieved. Their existing legacy technology could not have supported this vision.

As part of the project, a number of new products were developed by the vendor, providing the bank with full control of their solution with little or no intervention from the vendor. This was also a key deliverable in that it reduced the cost of ongoing support and maintenance.