

Microsoft Asia Pacific

Microsoft Develops and Deploys IVR System in Only Three Days

CHALLENGES

When Microsoft Asia Pacific Operations Center (APOC) wanted to expand its customer touch points with an IVR (Interactive Voice Response) system, it decided to develop its own using the Syntellect Communications Portal (SCP). The result: it rolled out a new IVR system within only three days at a cost that was 4-5 times less than a traditional IVR solution.

Microsoft's Asia Pacific Operations Center (APOC) provides the critical back-end processing and support for Microsoft products. These include manufacturing, product licensing, as well as managing the Microsoft Developer Network (MSDN) and TechNet technical support networks.

"It was a simple process: On Day One, we developed a prototype, on Day Two, we enhanced its features and performed debugging, and on Day Three, we conducted the User Acceptance Test."

PATRICK LUNG
CHIEF EXECUTIVE
APOC

APOC also forms a strategic customer touchpoint for all customer inquiries and interactions. Between 80-90 percent of customer contact is now done over the Internet, while the rest is handled by customer service representatives (CSR), or 'live agents', through a network of six call centers around the region.

SOLUTIONS

Microsoft APOC selected Syntellect Communications Portal so that they could easily develop a customized communications solution. Key features included IVR, PC-based PBX, multimedia contact centers, unified messaging systems and others. SCP is one of the very few development platforms of its kind to run on the Microsoft Windows environment.

Working with a System Integrator, Teledata, Microsoft APOC was able to deploy its IVR system in only three days.



CASE STUDY overview

INDUSTRY
Customer Service

CUSTOMER PROFILE

Microsoft Singapore oversees the customer care, business-establishments, corporate interactions and marketing of the Microsoft Corporation. Besides the Microsoft Singapore, Microsoft Asia Pacific Operations Centre is also located in Singapore.

KEY SOLUTIONS OF SCP

Rapid application development capabilities that ensure time-to-market advantages

Powerful management utilities that significantly reduce the time & cost of administrating large-scale installations

An embedded VoiceXML browser

Tight integration with best-in-class telephony & speech products (Intel, Nuance, etc...)

The ability to snap right into diverse telephony, data, Web services & back office environments

A clear & easy migration path to emerging standards & new technologies (speech, VoiceXML, host media processing, VoIP, SS7, SALT, & Web services, among others)

Outstanding price/performance & ROI

Microsoft



THE BOTTOM LINE

“The Communications Portal has given us a new and intelligent touch point for our customers, enabling us to improve our overall services and customer satisfaction.”

PATICK LUNG
CHIEF EXECUTIVE
APOC



But that was not all. “The earlier IVR system we evaluated could only handle selections of menu items,” said Lung. “With SCP, we were able to build in more intelligent and interactive features such as input verification. Since some processes require entering blocks of numbers, our system could prompt the user if he or she entered a wrong digit after each block, rather than at the end, which would have required the user to re-enter all the numbers all over again.”

Best of all, the SCP-based system was designed from the ground up to work within the Microsoft environment. Running under Windows Advanced Server 2000, it integrates smoothly with SQL Server 2000 and FrontPage 2000, as well as with the PBX. “We used FrontPage to develop dynamic web-based performance reports which are refreshed every 15 minutes,” said Lung.

RESULTS

Even though this was the first IVR system that Microsoft APOC designed, Lung and his team had no problem developing it. The Syntellect platform provides a convenient flow-charting graphical environment with building blocks that gave them access to a vast range of technologies. Also, they didn’t have to learn application programming interfaces (APIs) for all of the individual hardware and software components that were integrated into the total solution. And, since the Syntellect platform runs in the Windows environment, integration with Microsoft APOC’s back-end systems was virtually seamless.

The system went live on a 128-port system. These ports supported many different languages, including English (American & Australian versions), Mandarin, Cantonese, Bahasa Indonesia and Thai. The IVR system handled over 500 transactions a day. A similar 64-port SCP-based solution is being deployed for APOC in Japan which handles over 2000 transactions a day.

Cost was another big benefit, with the SCP project costing “three to four times less” than the traditional IVR systems APOC evaluated. But the biggest benefit of all was cost avoidance. Microsoft APOC did not have to hire additional CSRs to handle the increase in calls. Additionally, they can now provide 24 hour service. “The ROI [Return on Investment] using this Syntellect-based solution is simply compelling,” Lung added.

ABOUT SYNTELLECT

At Syntellect, we help our customers create, maintain and continuously improve superior end-to-end service for their customers. With over two decades of pioneering leadership and thousands of solutions deployed globally, Syntellect is a premier provider of enterprise-class contact center solutions for the utilities, financial services, government, high-technology, help desk, consumer products and healthcare industries.



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