



CenterTelecom Expands Service Delivery with FrontRange Contact Center

Business Problem

CenterTelecom, Kaluga branch, is the fourth largest telecommunications provider across 17 central Russian states. CenterTelecom provides the full range of telephony services from land lines to broadband internet, apart from paging or mobile telephony services, to Russia's most densely populated regions.

Challenges

As the economy expands and competition increases, organisations are put under increasing pressure to cut operating costs and broaden the services offered. With more than 14,000 enquiries into the business everyday, CenterTelecom invested in FrontRange Contact Center to provide an automated information services solution to its customers. The new services include 24 hour access to weather information, currency rates, the chance to listen to and rate recent music releases to compile a daily chart plus directory services. Each time a customer uses the service it is either charged to their phone bill or debited from their phone card.

The provision of an IVR option has expanded the number of information services easily available to customers. The option to use an automated system means that customers have shorter wait times and CenterTelecom is able to improve service levels without investing heavily in expensive call centre agents.

Each of the services CenterTelecom provides is chargeable, so by automating the solutions customers are accurately billed. One of the major factors behind the decision to automate services was the ability to provide personalised and billable services. For customers to value the services and therefore pay for them they need to be accurate, easy to use and speedy.

Business Solution

In 2003, CenterTelecom introduced FrontRange Contact Center as the backbone of their newly formed billable services which represents a significant revenue stream to the business. In order for it to be a success, integration with the existing billing system was vital. The system had to recognize which services were being consumed and how long so customers are accurately billed.

The flexibility FrontRange Contact Center provides means CenterTelecom has the ability to add new routes to market, for example providing a 24 hour service to stay one step ahead of the competition. One of the key differentiators for CenterTelecom is the ability for their users to use voice commands to access the information where touch tone telephones are not available. This means that no matter where the customer is calling from there is a route to access the information they want. FrontRange Contact Center enables the company to deliver its services 24/7 without the expense of manning a large call centre round the clock.

Implementation

It took just two weeks to implement 12 seats of FrontRange IP Contact Center IVR module along with the Russian language options. All services are delivered via an IP network providing a flexible low cost service delivery. One of the deciding factors was the ease of use. Once the solution was installed just two people are required to manage and maintain service.

Business Solution

- Operating costs reduced by automating many processes
- Increased revenue from providing billable services 24/7
- Rapidly deployed solution with low maintenance overheads
- Product development based on real time customer usage statistics

Users/ Licenses

- 18 licenses

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Sales, Marketing & Relationship Management



Customer Service



Contact Center



Infrastructure Management



IT Service Management

Business Impact

Through the detailed reports available in FrontRange Contact Center, CenterTelecom is able to track which are the most popular services and which ones need to be rethought. The administrator is able to see in real time whether changes to the products have increased their popularity and therefore compile accurate statistics for the content provider. In this way the content provider has an accurate guide of what makes good service and can therefore reduce the time required to optimise it.

The IVR system enables CenterTelecom to respond to standard questions quickly and via automated responses while customers with more complicated queries are directed to agents. In other words higher skilled agents are employed to resolve complicated and unusual queries.

For CenterTelecom it is a simple equation. The more customers they have consuming their services on a regular basis the more revenue they receive, enabling them to invest in further product development.

Future

Due to the competitive nature of the market CenterTelecom is constantly developing new chargeable services that can be brought to market quickly and at a low cost using FrontRange Contact Center. Each of these new products will be developed using the statistics gathered from the existing products available and working with market research organisations to spot gaps in the market



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About New CenterTelecom

CenterTelecom owns advanced telecommunications infrastructure in 17 subjects of federation of the Central part of Russia, the region with the highest population density. In terms of communication services sales volume it is on the fourth place after Rostelecom, MTS and Vypelcom.

www.kaluga.ru/elect

About Cayo Communications

Cayo Communication is the local distributor of the FrontRange Solutions providing all range of the professional services to the leading Russian companies

www.cayocomm.ru

About FrontRange Solutions

FrontRange Solutions UK Ltd. is a leading international provider of Service Management and CRM solutions that have been used by more than 130,000 companies and over 1.5 million users worldwide to automate and manage IT projects and customer-facing initiatives.

A leader in consolidated sales and service solution suites, FrontRange established its reputation with the award-winning GoldMine family of solutions for business relationship management, team-based contact management and sales force automation; and with HEAT solutions for complete service management including Help Desk, Knowledge Management, Asset Management and Service Level Management.

FrontRange expanded family of solutions include: IT Service Management (including HEAT), Infrastructure Management, Contact Center Management, Customer Service, and Sales, Marketing & Relationship Management (including GoldMine). FrontRange products are designed specifically for small- to mid-sized enterprises and distributed enterprises. Customers represent over 50% of the Fortune 500 and over 75% of the FTSE 100. More than 80 diverse industries use FrontRange products, including Coca-Cola, Shell Oil, Prudential Securities, Électricité de France, Mack Trucks, and Turner News Network. For more information, call +44 (0) 870 401 7300 or visit FrontRange.co.uk

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