



## NSB Railway Norway

NSB AS is one of Norway's most important transport companies, with traditions going back to the opening of the first railway in Norway in 1854. Operating since 1854, NSB Rail way Norway is the most prominent railway in Norway. NSB primarily services passenger traffic with local, intercity and long distance rail routes. For most of it s existence, NSB AS is owned by the Norwegian Ministry of Transport and Communications.

The NSB Group's main activities comprise passenger traffic on trains and buses and freight traffic on railways. The Group consists of a number of wholly owned and partly owned subsidiaries.

### A single vendor to cover all contact center campaigns

NSB decided to build a call center to improve customer service and to market rail services in the public. Very quickly, NSB realized that CTI (computer telephony integration) solutions would help boost the efficiency and productivity of call center agents. Initially, NSB tried to build a custom CTI application using web scripting. They found this solution was adequate as an information channel, but was not flexible enough to support their evolving needs. Instead of investing further in the custom solution, NSB selected Altitude's uCI product suite. NSB evaluated CTI solutions from a number of companies, but these companies could not provide a complete solution. Beyond their switch vendor, NSB did not want to interface with multiple vendors. They wanted to work with a single vendor that could provide many advanced features to the ACD switch and provide a sophisticated end-to-end system. Altitude suite fits the bill.

### An integrated system leveraging inbound, out bound & Internet campaigns

Working with the Altitude's uCI suite more then a year, NSB has built an impressive system that they are extremely proud of. Initially, their contact center was primarily an inbound call center. Live agents responded to approximately 6,500 – 9,000 daily inquiries about scheduling and pricing. In the beginning, NSB implemented Altitude's uCI product line, IVR application enabling customers to receive automated information on train schedules, fares and depot locations.

“ Altitude Software is right for our needs. Every day we discover new ways to improve the productivity of our Contact center. We are very proud of the system we have built with Altitude Software.

*Bjorn Vestly, IT Manager*  
NSB Railway Norway

#### Client Data

- Since 1854, NSB is the most prominent railway in Norway.
- NSB Contact Center fields approximately 9000 calls everyday.
- NSB is owned by Norwegian Ministry of Transport & Communications.

#### Business Benefits

- 97% of all NSB Contact center calls are handled by Altitude's uCI.
- Approximately 35% of all outbound calls result in sale.
- Altitude Software has reduced each call by 30 seconds.

The Altitude solution now allows customers to order tickets via the Internet. In addition, if customers have any questions, they can request that an agent either call them back or email them with the response. Most customers prefer an email response to their question, reducing the contact center overhead dramatically.

Today, the NSB contact center is a 7/24 operation with over 200 agents, and approximately 97% of all calls are handled using the Altitude's uCI application. NSB has developed a number of phone campaigns to promote ticket sales and is working to integrate their customer database with the Altitude's uCI application. Approximately, 35% of calls made during out bound campaigns result in a sale. The contact center goal is to increase the close rate to 40%. With Altitude's uCI application, NSB has seen a reduction in each phone call by 30 seconds. In addition, its advanced routing capability enables sub-groups of agents to work on multiple campaigns, thereby flexibly increasing or decreasing the manpower assigned to the campaign. Altitude's uCI has given the agents the tools they need to be efficient, maintain superior customer service, and increase ticket sales.

Finally, the Altitude's supervision and monitoring application helps the contact center supervisors efficiently manage agents. There are 9 agents assigned to each supervisor and the supervisor can personally monitor each agent's performance and availability from a single, integrated console.

### Altitude uCI product line to be used to improve communications and sales

Going forward, NSB will combine their three physical call centers into a "virtual call center" using a single ACD for all locations -- they plan to implement Altitude uCI application from a central location as well. As so, their vision includes increasing communications between the contact center, the customer and the train master. The train masters can alert the contact center of any logistical issues such as a delay or detour, and the contact center can make this information available to the public via the Internet or IVR application. In addition, the train master can inform the contact center about the number of open seats for sale on any given route, so the contact center can quickly implement an out bound campaign to sell excess seating.

#### Altitude Solution's Advantages

- Altitude software has given the agents the tools they need to be efficient, maintain superior customer service, and increase Ticket sales.

#### Solution Description

- Switch: Alcatel 4400
- DBMS: Oracle 7x
- Server: MS Windows 2000
- Altitude uCI 6.2

#### Contacts

##### Altitude Software

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