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*John Robson
EMEA CIO
SITEL*

SITEL is a leading global provider of outsourced customer support services that empower companies to grow by optimizing contact center performance and unlocking customer potential. This major outsourcing company recently selected Altitude uCI as its software of choice for Customer Interaction Management (CIM) throughout Central Europe. The initial Altitude uCI installation took place within SITEL in its Brussels-based contact center.

From a "Try and Buy" process to the selection of Altitude Software

In order to clearly demonstrate the strength and ROI capabilities of the Altitude uCI solution, Altitude's Dynamic ROI and professional services teams deployed a pilot solution for one of SITEL's projects in January 2002. Afterwards, they did a number of specific developments for SITEL that resulted in more functionality for the user. After the "Try & Buy" process, SITEL chose Altitude uCI for its rapid implementation, easy-to-customize scripts, thorough management reporting and fast ROI. Using the Altitude uCI solution, the SITEL contact center in Brussels was up and running in three weeks and stayed within budget. "Altitude Software's flexible, scalable multimedia contact center solution enables us to more effectively manage large volumes of inbound and outbound interactions with minimum waiting time, as well as integrate telephony, Web-collaboration and e-mail systems from one single software suite. This empowers agents with critical customer information - all major factors in providing real-time, efficient and differentiating customer support services," said John Robson, CIO, SITEL EMEA.

Enhanced Services to SITEL Customers: SN Brussels Airlines

Let's take the example of SN Brussels Airlines, which recently signed a co-operation contract with SITEL to deliver value-added support services to its customers and to revolutionize the technology of its 49-seat Contact Center. Following on from the success of SITEL's own Altitude uCI solution at its Brussels headquarters, the company deployed the same contact center solution at SN Brussels Airlines Contact Center. A leased line links the two Altitude enabled contact centers.

SITEL's contact center solution, using Altitude software, enables SN Brussels Airlines to deliver a swift and high-quality interactive service to customers wishing to obtain information or make a reservation over the phone, and at a later stage via fax, mail, and web.

Service quality improvements have been made in several areas:

- Personalized welcome and service: Altitude's CTI technology allows SN Brussels Airlines customer service professionals (CSPs) to "recognize" their customers based on their phone number or their customer identification number. People calling are not only greeted personally but their customer history is immediately available on screen for the CSP. This allows the CSP to quickly and effectively handle the customer's request, offering him/her a more

Client Data

- Leading global provider of outsourced customer support services
- Operates contact centers in 20 countries
- Over 1.5 million customer contacts managed per day via the telephone, web, e-mail, fax and traditional mail
- Initial Altitude uCI implementation took place within SITEL in Brussels
- Currently Altitude uCI runs in SITEL sites in Brussels, UK, Sweden, France, Mexico, Brazil, Italy, Netherlands, India, and North America.

Business Benefits

● Reduced implementation costs

Altitude's total shipment costs were a fraction of its competitors.

● 360° view on customers

The universal queue functionality from Altitude uCI enables contact center agents to more efficiently and more easily handle multi-channel contacts.

● Significant increase in productivity

The Altitude uCI implementation significantly impacted the time per hour that agents were actually talking to customers

personalized service. Thanks to Altitude uCI solution, a person calling twice or being transferred from one person to another will not have to repeat his/her request; the request is automatically available to the CSP.

- Reduced waiting time: Altitude uCI allows for calls to be handled in a more effective and efficient way. High quality standards have been set, the target being to answer 80% of all calls within 20 seconds.
- Meeting needs as they come: the Altitude uCI solution allows SN Brussels Airlines to progressively develop its contact center into an integrated contact center combining different communication channels, such as phone, fax, email and web. The complete and modular structure of the Altitude uCI solution enables the airline company to add additional components as the contact center needs evolve.

Return on Investment

After the deployment of the Altitude uCI solution, the Altitude D-ROI and SITEL teams measured performance-values and concluded that Altitude uCI implementation significantly improved the time per hour that agents were actually talking to customers, notably when conducting outbound CRM campaigns with Altitude's dialer.

SITEL was impressed with the system's ease of use and rapid implementation.

The CSPs notably enjoy using the system, as well as the inherent emphasis on usability; they appreciate the level of integration that allows them to efficiently handle inbound and outbound multi-channel contacts.

On top of these benefits, the amount of time it takes to train CSP's is now reduced; this is another key cost advantage for SITEL.

A Strategic Duo

SITEL and Altitude Software are developing a leadership position in the rapidly growing market for outsourced multi-channel customer support services. Indeed, the two companies are jointly offering complete eCRM solutions to results-oriented enterprises that combine Altitude Software's multimedia contact center solutions, and SITEL's outsourced customer support services.

The main objective for SITEL and Altitude Software is to offer complete solutions that offer unprecedented capabilities, enterprise-class scalability and superior ROI.

"By combining Altitude's award-winning software solutions with the power of our outsourced customer support services, we are able to offer sophisticated multi-channel CRM services designed to help our clients build and sustain lifetime relationships with their customers." states Philippe Vanhooreweder, Application director EMEA at SITEL.

Altitude Solution's Advantages

- **Software Solution**
An integrated suite of software applications that couple the power and reliability of communications technology with advances and innovation in software.
- **Complete Solution**
A component - based approach lets organizations expand the solution as needed, leveraging on existing investments.
- **Competitive Advantage**
Ease of use and speed of implementation offer a lower total cost of ownership.

Solution Description

- Altitude uCI 7 including: Altitude Voice, Altitude E-mail, Altitude Collaborator, Altitude IVR, and Altitude Script Developer.
- **PABX:** Avaya Definity
- **DBMS:** Oracle

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