



Founded in 1996, b2s Group is a recognized leader in the French market of customer relationship management. With 7 sites in France and 3 in Morocco, b2s is a specialized contact center company that guarantees a strong expertise on a wide range of services such as financial, technical support, lead generation, customer service, among others. In the beginning of 2007, b2s Group has migrated to Altitude uCI, taking full advantage of the benefits offered by this cutting edge contact center suite. The deployment of Altitude vBox (IP PBX based on the Open Source Asterisk standard) marks the entry of open source software in this group, always searching for innovation and better solutions to excel in the service level provided to its customers.

Strengthened, stable and flexible infrastructures

"The deployment of Altitude vBox offers important financial and functional advantages, such as the added flexibility, in the telephone links management and the financial gains provided by the IP technology" says Pascal Terraube, IT Manager of b2s Group.

Additionally, b2s benefits from this deployment by managing its activities more efficiently and, ultimately, providing additional services to its customers.

Streamlined information architecture

The deployment of the Altitude uCI solution within several sites will also allow the reduction of 3 servers, thus reducing the system total cost of ownership. A simpler architecture provides b2s with stability and the opportunity to take full advantage of the Altitude uCI solution and its functionality.

Productivity gains of + 30%

Compared with the solution previously used, the stability of Altitude uCI and the performance of the predictive mode have achieved huge productivity gains on outbound campaigns (about 30% on average, with an agent occupancy ratio over 50 minutes per hour) increasing the list penetration in more than 25%.

In addition, Altitude uCI is also compliant with the new telemarketing regulations, including nuisance ratio below 3% that ensure that contacts are not disturbed more than once.

"We pursued multiple objectives with this migration: have systems availability at a 99,9% rate, , improve productivity on all campaigns and benefit from developments made with Altitude Software's tools which creates significant added value. The project conclusion was achieved ahead of schedule."

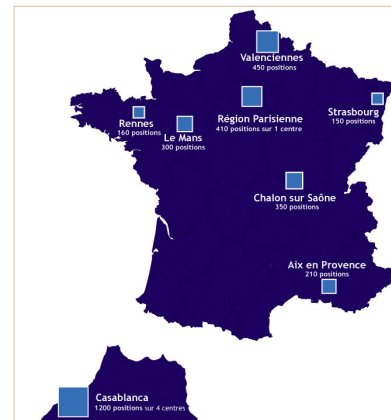
*Pascal Terraube,
IT Manager, b2s*

b2s key figures

- 11 years in the market
- N°2 in outsourcing in France
- Around 3000 collaborators
- More than 90 M€ turnover in 2006
- More than 200 active customers

Customer's benefits

- Increased agent productivity**
Talk time per agent : + 30%
List penetration : +25%
System availability : 99.9 %
- Infrastructure Optimization**
License sharing between all sites
Number of servers reduced 3 times
- Quality of Service and responsiveness**
Altitude Software Certified ISO 9001: 2000



An optimized multi-site management

With Altitude uCI, b2s has implemented a virtual contact center, with a multisite management of outbound campaigns, allowing contacts to be distributed within 10 call centers in France and Morocco. Altitude uSupervisor provides a unified view of all the sites and real time tools to operational teams. Consolidated and detailed automated reports (per channel, campaign, team, agent...) are available to analyze the activity and provide critical business information to b2s final customers.

Customizing campaigns

Altitude Script Developer allows b2s to adapt to the diversity of its customer's needs with an excellent responsiveness and to create campaign scripts very quickly, thanks to the richness and the simplicity of the scripting language which integrates natively all commands. The implementation of new campaigns is greatly facilitated and accelerated by the reuse of existing modules.

Highly reactive integration and support teams

In an increasingly competitive environment, responsiveness is a paramount quality that Easyphone France offered to b2s, either in the deployment of the Altitude uCI solution or in the development of scripts and specific modules. b2s teams based on the different sites and the company headquarters received full support and training in all tasks.

Easyphone France has managed the deployment of Altitude uCI on 500 positions in only 6 months. The support of Altitude Software teams for the implementation and monitoring of the project has been a key success factor of this project migration.

Some advantages of the Altitude uCI solution

- Software Solution**
An integrated suite of software applications that join the power and reliability of communications technology and innovation in software.
- Complete Solution**
A component – based approach allows organizations to 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.

Deployed Solutions

- Altitude IVR, Altitude Unified Routing
- Altitude Inbound and Altitude Outbound
- Integration with other backoffice applications
- Altitude uSupervisor
Altitude vBox
Altitude uCI

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