



CASE STUDY

3D TGNT successfully deploys Multi-Channel Contact Centre Solution for Henan Power Company, China

Background

Henan Power Company is a subsidiary of China National Power Company and manages the Henan provincial power networks in an effort to ensure stable power supply for the citizens of Henan Province. 3D TGNT, China supplied a solution for customer contact center of the power system of Henan Province and 130 call center systems for county and city bureaus of the entire province.

Objective

Henan Power wanted to build a multi-channel in-bound and out-bound customer contact centre to ensure a smooth flow of information to customers on various power related queries.

Client Brief

To establish a smooth communication interface with customers for easy access of information related to their bills and charges, power consumption policies and updates and advance information of power cuts. They wanted a system that could achieve a consistent user service interface while fully utilizing the existing power marketing management system to share data and achieve integration handling and management of the four functions, namely business consultancy, acceptance and enquiry and customer complaint.

Henan Power Company also wanted to use the system to further improve work efficiency of its employees by establishing an effective internal channel of communication between the sales staff, business representatives and top management. Qualitative tracking and evaluation of service quality, processes, customer requests and responses were other system expectations.

Solution proposed by 3D TGNT

3D TGNT proposed a multi-channel contact centre solution wherein customers could choose to call, email or visit the website. In order to deliver a competitively superior service which was also cost effective, 3D TGNT proposed a contact centre solution comprising PABX with ACD, Symposium Express Server, CTI, IVR, FAX, Database server, Web server, live agent equipment and equipment for system maintenance and management. The system was based on the operating system of Windows 2000 and Oracle database, equipped with platform supporting specific software such as CTI software pack, CT-STUDIO pack, voice processing and compression software. For back-end applications, various application software specially developed for power customer contact center was applied.

Design Principle

Adopting globally advanced customer contact center solutions, the system design was developed on open standards. Software and hardware products were carefully chosen to be in compliance with international industrial standards. Web technology and relevant data were combined with the existing power consumption MIS system and other systems at Henan Power Province, to build a generalized customer service platform.

The Technology Advantage

The Nortel Networks Option 11C is a reliable, stable and powerful exchange platform that meets the demand of small and medium size 24x7 call centres. Based on the open platform design, it has demonstrated the following advantages:

- Supporting various connections interface and protocols
- Busy Hour call handling capacity
- Complete networking capacity and software functions (close to 300 software packs and 450 functions).

In addition to the full suite of exchange functions, Option 11C also provides efficient Automatic Call Distribution (ACD). It enables a seamless integration of Nortel Networks Symposium Express to enable skills-based routing, powerful CTI integration, real-time statistics and status display of the system, comprehensive management reports and simple and easy-to-use graphic system management.

Result

With the implementation of the multi-channel contact centre solution, Henan Power Company has established itself as a customer and citizen-friendly organisation.

Residents in both the urban areas and suburbs have a choice of channels before them to access information. They may dial the customer service hotline number – **95598** from the convenience of their homes, get updates about pricing, bill and volume, policies and report failure using the website. They can also choose to use the automatic fax reply function to get information.

In addition to establishing an image of being a service-oriented organisation with the customers and the public at the large, the solution has greatly optimized and improved the workforce efficiency of the staff at Henan Power Company, through automation. The reporting capabilities of the solution has helped Henan Power Company to improve its knowledge about customer needs and implement solutions to meet them. Speed of redressal has been another notable benefit, as customer complaint tracking has been made convenient

“The solution has helped us to effectively put into action an all-round and 24x7 service into execution.” Said Meng Zhenping, General Manager of Henan Power Company Headquarters. “Customer service through convenience has been our objective and we have achieved it without comprising on costs.” he added.

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