

BT SmartNumbers Mini Case Study

BEA

BEA is a world leader in enterprise infrastructure software, providing standards-based platforms to accelerate the secure flow of information and services.



The Business Challenge

BEA's European customer centres in High Wycombe, Paris and Munich form part of a global 24/7 support operation that works on a 'follow-the-sun' basis. Incoming calls are answered by a central AT&T network routing service that determines – dependent on time of day and location of caller – whether calls are best handled in the America, EMEA or APAC region.

Up until 2004, European support calls were handled by an Automatic Call Distributor (ACD) in the Paris office.

BEA wanted a more advanced voice solution that could simply and seamlessly distribute calls to personnel anywhere in Europe, improve reporting facilities and provide in-built voice continuity.

Solution

In 2004, BEA signed up to the SmartNumbers Virtual Contact Centre service. The service receives in-bound calls from the AT&T service and intelligently routes them to European Call Co-ordinators who then determine call priorities and schedule call-backs for the company's 60 European Developer Relations Engineers.

The system is self-manageable. Support Team members can add and remove languages, switch between Support Centres and, in the event of an outage, log in via the web and re-direct calls to mobiles and home phones.

Results

The next generation SmartNumbers Virtual Contact Centre service has improved communications efficiency, provided extended language coverage and enhanced reporting – without the need for new on-site equipment. It has also provided in-built voice continuity. A year ago, BEA moved its Paris office without any disruption to service.

“ BT SmartNumbers represented a high value, easy-to-implement solution, and we've been very pleased with its performance. It is extremely easy-to-use and enables us to better understand call flows and service demands by language. ”

*Nicola Brockwell, Director,
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