



AEONIX Contact Center Case Study

Daka 90

TRAVEL AND HOSPITALITY

TADIRAN. SIMPLY DONE RIGHT

Daka 90

Daka 90 (The 90th minute) is Israel's premier "last minute" on-line booking travel agency. It offers customers discounted deals for domestic and international flights, hotels, spas, and organized tours.

The company operates its business using both a web site and a contact center (call center). The company has four distributed locations for its call centers. Altogether there are about 170 agents giving daily services to travel customers.

Project Challenges

The customer sought to continue to support its large contact center solution to help improve customer interactions and improve stability.

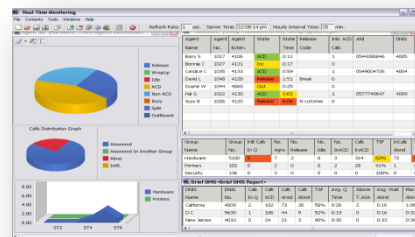
Being a customer satisfaction oriented business, the company wanted to improve the overall customer experience. They needed to collect and analyze detailed data about how customer calls flow through their contact center, from queuing and routing to a caller's interaction with the agent.

In order to improve agent's performance and skill, they decided to record all calls for

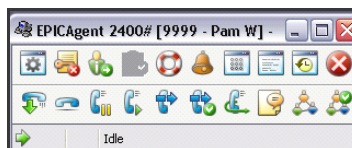
verifying quality of the interaction and for training purposes.

The operation of the Contact Center is comprised of 170 agents spread over four (4) sites. The average call volume during the high session is about 25,000 calls a day.

The system was installed before the busiest season (summer) in anticipation of high call volume (25,000 calls per day).



Supervisor Screen



Agent Toolbar



Project Highlights

4 Call Centers

170 Agents

25,000 Daily Calls

Recording of All Calls

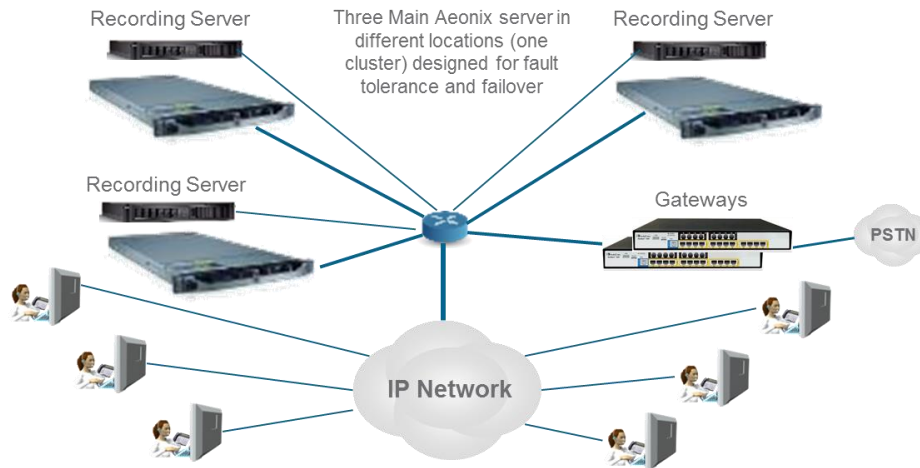
Following implementation the Daka contact center staff reported that the ACC helped them successfully address the growing demands of their business.

The solution is comprised of three (3) Aeonix servers in a cluster. The complete multi-media version of ACC was installed with integration to the customer's CRM.

A recording server is installed at each site and all servers are managed from one central location.

The agents' phones are Tadiran SIP based offering Tadiran Telecom's exclusive ESF (Enhanced SIP Functionality).

Topology



AEONIX

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China +86-10-58696418

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The Aeonix Contact Center offers the Contact Center Administrator several calls routing optimization methods from which to choose.

The system may be configured to route calls by **Caller ID (ANI)** or by the **DNIS** (the phone number which was dialed by a customer). The Routing of voice calls based on Caller IDs is defined in the customer database records.

The system is also designed to manage the routing of calls by agents skills. The system will evaluate the skill required by a specific call and route the call to the most appropriate available agent.

Priority based routing is performed as defined in the customer database records. Callers with higher priority will be answered first. Routing and Contact Center activities may be also configured with different behavior based upon pre-defined call centers schedules.

Aeonix Contact Center (ACC) detailed historical, real time and cradle to grave reporting allow organizations to easily, and quickly measure contact center resources and to adjust to changing business demands. The ACC integrates seamlessly with customer CRM solutions and can easily blend inbound and outbound calls to manage sales campaigns and customer order processing. Aeonix Contact Center is recognized by our customers and resellers as the most intuitive, flexible and easy to use contact center in the industry.

About Tadiran

Tadiran Telecom (TTL) L.P. is a privately held partnership, owned by Afcon Holdings Ltd. and part of the Shlomo Group. It is an established global provider of Unified Communications & Collaboration (UC&C), Contact Center, and Control Room solutions, serving businesses of all sizes, including tier-1 organizations in various market segments in 41 countries worldwide. Tadiran solutions feature a comprehensive family of products including UC platforms, IP PBXs, soft switches, contact centers, Dispatch Console, IP phones and mobility and desktop solutions.