SITA Contact Center Advanced Services

Worldwide contact center consolidation and optimization.

Implementing and maintaining contact centers can be challenging. SITA Contact Center Advanced Services is designed to address these issues with a complete suite of contact center components and service capabilities. These will complement or replace existing infrastructure to increase its overall efficiency.

BACKGROUND

Cost
Reduce costs of international call collection and optimize call routing, while providing global access at any time and in any place.

Complexity
Improve the management of multiple providers and complex technologies, providing solutions that support real-time, business-critical applications in the contact center environment.

Service
Improve the quality of service and CRM efficiency, increasing customer satisfaction and enhancing the end user experience, while optimizing the allocation of distributed agents.

SOLUTION

SITA manages multichannel contact centers and the complex technologies associated with them.

SITA Contact Center Advanced Services is customized to your needs. We can either build on your existing infrastructure or start from scratch. Its components include:

- Contact center access (call collect and intelligent routing)
- Network IVR (self-service automated call processing solution)
- Managed contact center premium (IPT contact center end-to-end solution)
- Flexible contact center (turnkey contact center, on-demand offering fully managed by SITA)
- Contact Everyone (cloud-based SMS broadcast solution)

BENEFITS

- Improved CRM efficiency utilizing new technology
- Optimized existing contact center infrastructure
- Transformed from a cost center to a profit center
- Reduced contact center costs both in operation and network
- Reduced complexity and cost of integration
- Automated agent activities and increased productivity
- Out-tasked operations and infrastructure

RESULTS

1

contract and provider for all inbound traffic

15-20%

average cost reduction

SITA Contact Center Advanced Services

How does it work?

CASE STUDY

Turkish Airlines turned to SITA to optimize its international inbound traffic and routing patterns. They needed us to deliver greater operational efficiencies, cost control, and create an enhanced user experience. This will enable them to provide Turkish language information to passengers worldwide.

SITA offered a call collection and fully managed network IVR service, which included design, deployment and maintenance across five continents.

The solution included:
• 20 access numbers across 19 countries
• Network Interactive Voice Response (IVR) implemented in five countries for optimized call routing and agent utilization
• One single contract and provider for inbound call collection
• Consolidated, enhanced contact center platform, to improve customer satisfaction and efficiency

The results:
• Customer experience improvement in both voice and network quality
• Call access and service support in the local language provided worldwide
• Agent productivity increase
• Call center infrastructure cost optimization
• Simplified management and operational efficiency

CASE STUDY

Lufthansa Global Telesales (GTS) is a call center company specializing in air transportation within a large European-based carrier and alliance network.

GTS turned to SITA to restructure its global infrastructure and optimize its traffic patterns. This would deliver greater operational efficiency, cost control and enhanced user experience.

SITA's solution included:
• Global call collection, including premium rate number (PRN) service
• Integration of SITA/Orange network with GTS Avaya-Genesys contact center infrastructure to deliver call flow optimization
• Renovation of PSTN and intra-site network infrastructure
• Upgrade of Avaya infrastructure
• Voice-enabled IP VPN/VOIP
• Managed LAN and firewalls

The results:
• Single point of procurement and accountability for worldwide call collect
• Agility to modify routing strategies in response to changes in marketing or regulatory requirements
• Infrastructure cost optimization, due to scale effect
• Agent productivity increase, due to scale effect
• Customer experience improved - both in terms of voice quality and shorter waiting times

For more information please contact us at
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