

## IBM provides platform for contact centre redevelopment



### Overview

#### ■ Application

**Multi-channel integration**

#### ■ Software

**WebSphere® Application Server  
DirectTalk®  
CallPath™**

#### ■ Hardware

**One IBM xSeries server  
Two IBM RS/6000® servers  
Seven IBM Netfinity® servers  
As it is Java-based, this solution  
can be run on most hardware  
platforms**

#### ■ Services

**IBM Global Services  
IBM Voice Systems specialists  
from the IBM Hursley  
Software Laboratory provide  
ongoing support and advice**

*Spanish contact centre technology company selects IBM products to back its multi-channel integration software.*

#### **Outsourcing trend sparks focus on contact centre technology**

Like most developed countries, Spain has been quick to embrace the concept of call – or contact – centres, where technology and the personal touch are combined to provide an efficient and human interface between suppliers and customers.

Highly trained agents provide a personal, one-to-one service to each caller, maintaining that critical relationship between organisations and their customers. With deregulation of telecommunications and the emergence of new carriers, the Spanish contact centre market is reckoned to be growing between 30 per cent and 40 per cent a year.

One of the reasons for the burgeoning market is that, as elsewhere, more and more Spanish companies are

focusing on their 'core' businesses, offering contact centre outsourcing opportunities to companies that have made customer relationship management their key activity. Other causes of growth are new technology developments, new channels of communication and the broadening range of services – both inbound and outbound – which contact centres can now offer.

Among the leading contact centre operators is the diversified utility and services group Aguas de Barcelona (Grupo Agbar). The group is growing fast – it has contact centres in Barcelona (TGT and BTEL) and Madrid (PowerLine) and there are others in the pipeline for Granada and Valencia – as well as for Chile, Argentina and Mexico.

*“We teamed up with IBM because they have the expertise we required.”*

*– Jose Maria Martin Managing Director ICR*

All of these contact centres use specialist software developed by another Grupo Agbar company, consulting technology specialist Ingenieria Consultoria y Recursos (ICR). Over the past 13 years, ICR has installed its software products in more than 100 contact centres.

## **Big investment in electronic relationship management**

ICR is now spearheading a new generation of multimedia contact centres. In partnership with IBM Global Services, it is continuing to make Spain a leading exporter of contact centre technology with its channel-integrating software, Concepta.

Jose Maria Martin, managing director of ICR, says: "Concepta is a product that represents all of our experience over the past 13 years. We have teamed up with IBM because they have expertise in the hardware and software that makes Concepta a really effective product."

ICR's first client to adopt Concepta was TGT, which incorporated it in a 500 million peseta upgrade of its Barcelona contact centre. IBM hardware, plus IBM DirectTalk and CallPath, provide the platform to support 800 agents initially, but will support up to 5,000 when the multimedia centre is fully commissioned.

TGT was the second telemarketing contact centre to be established in Spain, opening in 1994. Among its customers are banks and utility companies. Its agents guide callers through transactions, answering questions, solving customer problems and dealing tactfully with occasional

complaints. They are also involved in outbound marketing calls, including research, Internet and telephony support and loyalty programmes.

With Concepta, all inbound channels - voice, e-mail, fax, videoconferencing, voice over IP and web-chat - are integrated into a single queuing system for routing to the first available agent. Appropriate database information is automatically made available to the agent.

### **Versatile middleware**

The contract for the Barcelona project took a year of negotiation and development, as IBM and ICR worked to identify and understand the basic business need and then developed the best mix of hardware and software for the solution. IBM and ICR jointly managed the project for TGT.

Says Jose Maria Martin: "To achieve the robustness and scalability that the TGT project required, we decided to develop Concepta using the IBM platform - and to introduce that feature into our product package. But Concepta is also compatible with other major software and hardware vendors and we plan to develop the software further in conjunction with companies in Spain and in Latin America.

"ICR has a flexible software development infrastructure that allows us to integrate any kind of hardware or software for any project using

our own developers - so we can incorporate specific features in our product package and respond very quickly to market drivers.

"We decided to work with IBM Global Services in order to help us integrate the IBM DirectTalk and CallPath software with Concepta. The core software runs on IBM's WebSphere Application Server but, as it is written in Java, it can run on other Java-enabled platforms. The reason we chose WebSphere for the TGT Concepta project was because it provides a better platform for big companies in terms of performance, reliability, security, scalable and redundancy services," says Jose Maria Martin.

### **About ICR**

ICR, Ingenieria Consultoria y Recursos (Resources Engineering and Consulting), was formed in 1986 in Spain and now operates there and in several other countries. The company specialises in multi-channel contact centre solutions, and Concepta is its main product. For more information on ICR visit the Web site: [www.icr.es](http://www.icr.es).

### **To learn more**

For more information about IBM voice solutions visit our Web site: [ibm.com/software/speech](http://ibm.com/software/speech).



IBM Corporation  
Tour Descartes  
2 avenue Gambetta  
La Defense 5  
92400 Courbevoie  
France

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