



ContactCentre
SPECIALISTS

Case Study

News Organisation Transformation

The Client

A global multinational mass media and information corporation operating in more than 100 countries with over 45,000 employees. The organisation is one of the world's most trusted provider of answers, helping professionals make confident decisions and run better businesses.

Their customers operate in complex arenas that move society forward — legal, tax, accounting, compliance, government, and media – and face increasing complexity as regulation and technology disrupt every industry

The Challenge

The corporation was in the process of divesting into two separate businesses that would be legally separated. The divestment of the businesses was to be conducted through a Technology Service Agreement (TSA) and rTSA (reverse TSA) which would run for an 18-month period.

In order to meet their Voice and Contact Centre TSA and rTSA commitments, the divested businesses needed to accelerate the delivery of a cloud-based contact centre solution, initially to 5000 users across multiple global geographical locations.

As part of the divestment, the corporation looked to re-address how IT & Telephony services worked with operations by adopting a 'Standardisation & Simplification' strategy linked to an 'Adopt and Align' methodology.

The Engagement

CCS was engaged to support the corporation in managing the delivery of the contact centre transformation programme. It was imperative that resources had the following experience:

- Comprehensive knowledge of contact centres from both a technical and operational perspective.
- Experience of delivering transformational programmes across geographical regions covering EMEA, APAC, North America, Latin America due to both cultural and technical differences and challenges.
- Sound knowledge of the operational strengths and weaknesses of SMS, eFax, email, text, chat, video and webRTC voice
- Knowledge of future contact centre technical capabilities along with 3rd party vendor management experience.

CCS ticked all these boxes and provided a resource to manage the delivery to a Cisco HSC solution integrated with a Calabrio WFO suite. The solution was also integrated with the standard SFDC platform.

The Results

- Removal of numerous ACD solutions globally, replaced with a standardised global hosted contact centre solution generating improved business unit partnership and growth
- Migration from PSTN/DDI delivery to a Global SIP platform, reducing internal call costs
- Reduction in telephone circuits and carriers from 15 to 1 global carrier, leveraging economies of scale
- Geographically diverse resilient Data Centre's providing a more stable solution and improved business continuity
- Global 'follow the sun' call routing which allowed the business to extend their hours of operation
- Migration of users to softphones delivering a 'work from anywhere ethos' , improving BC and DR solutions
- A single voice throughout the IVR and call flow added to an improved customer experience
- A reduction in network capacity issues by installing improved network solutions
- Delivery of a CaaS solution allowing smaller business units access more advanced contact centre technology that was not previously accessible