ICT Group

ICT Group is a leading global provider of customer management and related marketing, technology and business process outsourcing (BPO) services. For over 20 years, ICT Group has met the needs of successful multinational corporations with creative, cost-effective solutions backed by quality people, consistent processes, the most advanced technologies and proven execution worldwide. ICT Group has more than 40 contact centers in 10 countries and four continents staffed by more than 15,500 customer sales, service and market research representatives. Half of those contact centers are Internet Protocol (IP)-enabled. More than 10,600 agent workstations are interconnected to a centralized common Information Technology (IT) platform. The company generated $401.3 million in annual revenue in 2005. ICT Group's diversified suite of customer management, marketing, technology and BPO solutions combined with its value-added focus and flexible near-shore and offshore operations differentiate the company from its competitors. ICT Group also provides clients with optimal scalability and choice. For more information, visit **www.ictgroup.com**.

Challenge

Prior to installing an Avaya solution, ICT Group was using another Automatic Call Distribution (ACD) vendor platform at its call centers in North America and some outside of North America. With these centers geographically dispersed worldwide, most notably in the Caribbean and Asia-Pacific regions, ICT Group wanted a Voice over Internet Protocol (VoIP) telephony solution that provided interconnectivity between these sites and ran on its U.S.-based data network. ICT Group also needed a system that would allow all of its call center agents to make or receive calls on one integrated network.

Solution

The Avaya S8700 Media Server has been the telephony platform for ICT Group's growth within the U.S. and globally for the past two years. ICT Group is maximizing the benefits of its Avaya solution with 8700 Media Servers located in the U.S., Canada and Australia, and Avaya G650 Gateways globally. Demonstrating the company's faith in its call center operations, ICT Group made a presentation about its Avaya solution at the last International Association of Avaya Users Conference. A select group of its call center agents are using Avaya IP Agent. ICT Group is currently running Avaya Communication Manager and plans to upgrade this year. ICT Group has also deployed an Avaya Enterprise Survivable Server to enhance survivability, and future plans include upgrading its current release of Avaya S8700 Media Servers.

> **With the Avaya solution, if I have a client that wants 50 agents in Philippines, 50 in Canada, 50 in the U.S.A., it's easy to implement, manage and make it seem as if they are all working in one place.**

— Pam Goyke, chief information officer

Applications and Services

- Avaya Communication Manager
- Avaya Call Management System
- Avaya S8700 Media Server
- Avaya S8300 Media Server
- Avaya G700 Media Gateways
- Avaya G650 Gateways

- Avaya Enterprise Survivable Server
- Avaya IP Agent
- Avaya INTUITY® AUDIX® Voice Messaging
- Avaya Modular Messaging
- Avaya Computer Telephony for Siebel
- Avaya Global Services Remote Managed Services for IPT

Results

- **Lower cost operations.** Gained ability to more aggressively compete for new business based on lower operating costs.

- **Network flexibility**. Provides flexibility to support clients' growth wherever in the world ICT Group has the most appropriate and cost effective contact center resources.

- **Decreased operating costs.** Reduced telecom access fees due to aggregation of voice circuits in single data center location.

- **Improved agent productivity.** Improved agent deployment and efficiency by connecting agents at multiple centers on one switch.

- **Enhanced customer service.** Ensured smoother call routing to next available agent regardless of location.

For more information on organizations using Intelligent Communications, contact your Avaya Client Executive, Avaya Authorized BusinessPartner or visit www.avaya.com.

" We felt that Avaya had the most well-developed and mature VoIP solution to help us achieve our business goals. "

— Pam Goyke, chief information officer

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