

CASE STUDY: Call Center Solutions

Bangladesh Telecommunication Company Limited

CNS has developed bespoke Call Center Solutions for partners across Bangladesh. Built from the ground up by CNS, these Call Center Solutions combine innovative software, intelligent design, and robust hardware technologies to enhance CNS' partner's call centers.

Our History in Call Center Solutions

At the request of the Bangladesh Telecommunication Company Limited (BTCL), CNS developed a new, comprehensive call center solution for their facilities across the country. The BTCL is the leading telecommunications company in Bangladesh and operates the national landline network and cellular telephone system. Therefore, the efficiency of the BTCL's call centers is an issue of national importance.

Operator Benefits

Call center software goes far beyond handling incoming calls and customer interactions. CNS' comprehensive software solutions improve both external and internal communications whilst also enhancing customer service. Several important customer facing tools included in the CNS solution include:

- Call Routing - When customers connect the system, they are connected to the right person quickly.
- Cloud-Based Calling - A phone system that runs through the internet instead of a phone line.
- Reporting - Reporting identifies recurring customer issues, demonstrates gaps in client support coverage, and highlights potential training opportunities.
- Outgoing Calls – The system allows BTCL operatives to make outgoing calls from call centers implementing the solution.
- Escalation Management – The system manages the escalation process for urgent customer support queries. From the moment a customer calls with an issue, they are moved forward to the appropriate party at each step of the process.

CNS Technology

The Call Center Solutions designed by CNS are forward-thinking solutions that increase the efficiency, reliability, and security of call centers. CNS' Call Center Solutions are comprehensive in that they amalgamate several key IT operations into a single, practical system.

To meet the needs of its clients, CNS created a solution that incorporated several intelligent software and hardware systems. CNS' software engineers established intranet networks within the BTCL's offices to enhance internal communications. To this end, E1 connectivity was established across all BTCL facilities. Similarly, CNS set up Virtual Private Networks (VPN) and Wide Area Networks (WAN) across all the BTCL's divisional offices to support the new intranet network. The call center management solutions operate using Oracle 11G technology implemented on n-Tier architecture to ensure Online Transactional Processing (OLTP) and high availability throughout the network.

To supplement these software technologies, CNS also installed several crucial hardware components. Dozens of new workstations were installed across the BTCL's offices. To support the

new workstations and revamped network, several new servers were also installed at regional offices across Bangladesh. Security is a crucial element of the system. Therefore, backup servers and disaster recovery centers were also installed to protect the call center solutions from power outages, disruptions, or security threats.