



## CASE STUDY

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# Call Center Upgrade for a Large Asian Bank

Client is a large Bank in Japan serving 2 million+ customers through a network of 30+ branches, 24x7 call center and a nationwide ATM network. A total of 850+ agents support the call center on both inbound and outbound calls. The call center platform, Customer Interaction Center (CIC), from Interactive Intelligence, was initially setup in 2002 and later upgraded in 2006.

In 2011, at the time of this implementation, upgrade to latest version was already overdue and both the hardware and application software were running out of vendor support. The task was challenging as In-place upgrade to new platform was technically not feasible and downtime was not an option as the platform supported 24X7 call center. Japanese Financial regulations are very stringent and sensitive to customer troubles. The mandate was to keep the change in process and user experience to a minimum with a sufficient parallel run while using existing phones.

“The migration from old to new version of Call center was an important item on our agenda. With support from Nucleus Software’s Infrastructure Services Group, the entire transition was accomplished smoothly!”

- CIO of Client Organization

The client's IT leadership provided clear-cut guidelines on the design requirements. This facilitated freezing various design criteria such as redundancy, capacity, functionality etc without any ambiguity. The system design incorporated an Active-Active mode across two Data Center sites to ensure the availability of infrastructure at all times with a seamless failover.

The execution challenge was overcome by addressing 3 key constraints of common PC, common phone and phased switching of agents and customer calls between old and new system to ensure a proper parallel run.

New application client was set up on the same PC having old client to provide calling agent with capability to switch between old and new system in less than 5 min as and when required. To avoid using additional phone, capability of multiple line support on existing phone was utilized. Agents were using Cisco IP phones registering to Cisco Call Manager and new CIC version used its own SIP based PBX. A SIP proxy server was setup to allow registration of two different lines of the same IP phone to the two different PBX's. For routing customer calls to both old and new system, a capability provided by Telephone carrier, to route the calls to any or all groups in a defined percentage was used.

Nucleus Software's Infrastructure Services Group, played a key role in coordinating with CIC vendor ININ, the ISP and Bank's IT besides planning the overall execution. The Bank's IT staff provided strong co-operation during the entire process of Implementation.

## Key Highlights

### Challenge

- ▶ Managing the upgrade without any disruption to operations
- ▶ Minimum changes in user experience and process
- ▶ Zero overall downtime
- ▶ Parallel existence of old/new system without adding phones

### Solution

- ▶ Unique design with 2 sites as Active-Active
- ▶ Intelligent call routing using I-Director of CIC allowed call to be routed to any site as per agent skill group availability
- ▶ Agents provided access to both old and new system through single PC
- ▶ Calls could be handled from old and new system on same IP Phone

## Results:

- ▶ Optimized system usage with innovative design of two sites in active mode simultaneously
- ▶ New system deployed in parallel with old system. Simple steps for call center agent to switch at any stage between the two systems
- ▶ No user experience change from agent's point of view as the new interface and call process was kept similar to the earlier one
- ▶ Entire migration managed without any downtime for operations or customer call related issues



### Nucleus Software Exports Ltd.

A-39, Sector-62, Noida, 201307 U.P., India  
P.: +91-120-4031400 F.: +91-120-4031672  
E.: sales@nucleussoftware.com  
W.: www.nucleussoftware.com

#### Global Offices:

New Delhi | Noida | Chennai | Mumbai | Jaipur | Singapore | Sydney | Tokyo | Seoul | Amsterdam | London | Manila | New Jersey | Dubai

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