

CreaLog Voice Portal Serves Over 7 Million UNITEL Customers in Angola

Dialogic® CG Series Media Boards and TX Series SS7 Boards Provide Hardware Reliability and Enable Network Integration

CASE SUMMARY

Challenge

UNITEL S.A. was providing excellent mobile phone service to its more than seven million customers, but the company lacked an automated voice response system in its call center and the ability to gather important statistics about the interests of its customers.



Solution

UNITEL chose CreaLog to set up a state-of-the-art Voice Portal system to automate many types of customer queries, allowing bilingual access to information and services 24 hours a day, every day of the year, along with access to important statistics. CreaLog built the reliable and flexible system on Dialogic® hardware for media processing, call control, and SS7 network access.



Challenge

Africa is one of the fastest growing mobile telephony markets in the world. A decade ago, only 20 million Africans owned a mobile phone. Today, in 2011, 20 million has grown to over 400 million users, and the continent's mobile infrastructure has become the backbone of African telecommunications, increasingly enabling new business models. UNITEL S.A., the leader in Angola's mobile market with seven million subscribers, is an example of this explosive growth.

Beginning with a GSM network in March 2001, UNITEL now offers 3G calling with UMTS technology and HSPDA for broadband access to data services. Very quickly UNITEL needed a modern, efficient way to handle the customer care needs of its millions of customers. A management survey found that the 500 agents employed at the UNITEL call center were spending most of their time answering standard questions, a resource-intensive process. In addition, almost 99% of UNITEL's mobile customers used prepaid cards and spent an average of US\$25 per month. Although they were a small minority, postpaid subscribers needed more special attention.

Because the UNITEL call center did not have a sophisticated self-service interactive voice response (IVR) or customer resource management (CRM) system, UNITEL had no reliable statistics on call volume, no set reporting procedures, and no possibility of routing calls more effectively. Putting an automated system in place quickly became a top priority at UNITEL, especially one that could handle the large volume of repetitive, easy-to-answer calls from prepaid subscribers.

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Solution

Following an intensive search and selection process, UNITEL chose CreaLog, a Munich-based specialist in customer care solutions, to implement a centralized customer service system featuring a comprehensive Voice Portal with 2,400 speech channels initially. Other factors in the decision were CreaLog's proven track record of platform stability and easy integration, simple browser-based administration, and a VXML development environment that UNITEL could use to further extend and enhance CreaLog's customer care applications.

Intelligent System Answers in Two Languages

At the center of the CreaLog application is the system's ability to intelligently prequalify UNITEL's callers and provide skills-based routing so that each call is directed to an automated system or to the best agent available to help the caller. A self-service facility equipped with highly efficient bilingual speech recognition technology handles calls for both postpaid and prepaid customers in either English or Portuguese. CreaLog's highly efficient speech recognition solution uses speech recognition software developed by Nuance.

Redundantly designed over two locations and networked with SNMP, the CreaLog Voice Portal is connected via SS7 to an Ericsson Mobile Switching Center (MSC) and, along with multilingual speech recognition, provides Text-To-Speech (TTS). Network management is based on SNMP.

CreaLog Voice Portal Built on Dialogic

To provide the media processing and call control for the system, CreaLog combined Dialogic® CG6565E PCI Express Media Boards with Dialogic® TX5500e PCI Express SS7 Network Interface Boards in the same server. The CG6565E can support up to 250 ports via TDM and route at the same time via SIP while the TX5500e can handle up to 1,900 calls per second. The Dialogic® boards are providing a reliable yet flexible foundation for the CreaLog Voice Portal system that can scale easily and cost-effectively as needed.

Results

UNITEL enjoys many important benefits from its CreaLog Voice Portal solution. The mobile operator was able to dramatically increase the overall effectiveness and efficiency of its customer care system without increasing the number of agents, which would have meant additional personnel and equipment costs.

In addition, agents have become far more productive, and morale has greatly improved, because agents no longer have to answer simple, routine questions repeatedly. They can help customers more quickly with more challenging and varied queries.

Along with happier agents, customers are much more satisfied also. They no longer need to stay on hold in long queues, and instead have access to a large amount of important information and services 24 hours a day, every day of the year. Prepaid and postpaid customers can help themselves to information about their account status or credit balance, tariffs, and top-up procedures, if needed. They can also activate and deactivate additional services such as VoiceMail, WhoCalled, and NotifyMe.

Valuable Statistics Now Available

In addition to a more efficient call center, the CreaLog Voice Portal provides UNITEL with a wide array of valuable statistics for the first time. Management can now track call center load and initiate intelligent call routing. Marketing can check the acceptance rates of service offerings and evaluate their effectiveness. In general, UNITEL now has a much better idea of what information is important to its customers, and which services are the most attractive.

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About UNITEL S.A.

Since inaugurating its GSM service in April 2001, UNITEL S.A. has led the mobile market in Angola. Today, UNITEL provides coverage in all of Angola's 18 provinces, serving more than seven million subscribers. In 2008, the company launched high speed data service (UMTS HSDPA) and now offers 3G applications such as video telephony, mobile internet access, and multimedia messaging. As of 2011, UNITEL has roaming contracts with 217 operators in 117 countries.

For more information, visit www.unitel.ao.

About CreaLog GmbH

Founded in 1993, CreaLog is the leading vendor of speech dialog systems in Germany and is active in 29 countries in Europe, Africa, and Asia. The fully web-administrable CreaLog Voice XML Platform operates approximately 55,000 installed lines for more than 400 clients in over 30 industries. Users include banks and insurers, utilities and local government, as well as telecom and media companies. Voice Portals from CreaLog recognize and intelligently process a large number of words and whole sentences in 44 languages and support human-sounding synthetic-speech systems from the world's leading providers.

CreaLog's **CabFish**, a location-based taxi ordering application for the iPhone, won a Dialogic Innovator Award in 2009.

For more information, visit www.crealog.com.

About Dialogic Inc.

Dialogic develops products and technologies that enable reliable, seamless, and efficient communications across countless devices on any network. Dialogic streamlines the delivery of high-demand mobile, VoIP, and traditional services. Dialogic also focuses on any-to-any connectivity and IP-enabling its traditional media products to smooth the move from TDM to an all-IP environment.

For more information, visit www.dialogic.com.



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Information about UNITEL S.A. and CreaLog GmbH has been provided by CreaLog GmbH for this case study.

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