

Dialogic® HMP Software Powers New Contact Center Features with Excellent Voice Clarity

Customer Values Video Conferencing Feature

CASE SUMMARY

Challenge

PT Asuransi Jiwa Sinarmas, a life insurance telemarketing center in Indonesia, was looking for a better contact center solution, which could provide improved management of its telemarketers and would prepare its contact center for future expansion and video conferencing.



Solution

PT Moxcal Technologies and PT Integra Multi Solusi implemented a new contact center solution for PT Asuransi Jiwa Sinarmas based on Dialogic® Host Media Processing Software (HMP) Release 3.0 for Windows. The solution based on the Dialogic® product not only met the needs of PT Asuransi Jiwa Sinarmas, but also allowed its telemarketing arm to add more seats simply by adding Dialogic HMP Software resources through software licensing. Video conferencing, the next upgrade expected in the contact center system, can be developed using Dialogic HMP Software Release 3.1 for Linux.



Challenge

As the contact center market in Indonesia grows, it is becoming more competitive. System developers, such as PT Moxcal Technologies, and system integrators, such as PT Integra Multi Solusi, need to differentiate themselves by providing more sophisticated solutions to serve their clients better. As contact center solutions become more complex, they are also expected to maintain high levels of voice clarity to help telemarketers in outbound contact centers, for example, achieve success in closing business with their prospects.

Contact center managers are demanding more features that increase interaction between telemarketers and the contact center solution. They want more voice recording features to coach their telemarketers and make them more productive while increasing service quality.

The Need to Overcome Legacy Equipment Problems

Because most contact center infrastructures in Indonesia are still based on legacy PBX systems, adding features often requires the installation of additional third-party solutions external to the original solution. Adding the external solutions causes physical strain on the PBX system, which degrades voice clarity. Dealing with additional vendors and solutions also entails a significant loss of productivity and adds cost and complexity to contact center operations.

This trend was noted by Superto Sungarda, Director of PT Moxcal Technologies. "Contact centers are demanding more from their systems," said Superto. "Adding features such as voice recording to a PBX system means connecting third-party solutions to it. Such a strategy is simply not practical since it requires us to deal with more vendors and presents many complications in procurement, licensing, and support for all the additional parts."

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Solution

In early 2003, PT Moxcal Technologies developed a very simple telephony solution using Dialogic® TDM products. Because of its positive experience with Dialogic, PT Moxcal Technologies decided to look to Dialogic products again for a contact center solution. “To overcome the complexities of adding to the basic contact center,” Superto commented, “we were on the lookout for an all-in-one solution in a single box, and we found that Dialogic products meet the needs of our contact center customers.”

When the telemarketing arm of PT Asuransi Jiwa Sinarmas contacted PT Moxcal Technologies about upgrading its contact center, Superto recommended Dialogic without hesitation. “Having worked with Dialogic, we were impressed with the products and services the company provided,” explained Superto. “We successfully developed a simple telephony solution using Dialogic HMP Software in two months, and we used this as a demo. PT Asuransi Jiwa Sinarmas was also impressed with the conference features supported on Dialogic HMP.”

Cost Savings and Speedy Installation

“Using the PT Moxcal Technologies solution based on Dialogic HMP Software, we were able to deliver an outbound contact center solution to support 40 agents in only three months,” reported Yusuf Drahma, Director for PT Integra Multi Solusi. “Not only were we amazed at how fast we were able to deploy the solution, but so was our client, PT Asuransi Jiwa Sinarmas.” Currently 80 agents are working on the new system, and an additional 40 agents are expected to be added shortly for a total of 120 agents. Each agent requires two HMP licensed resources (one for voice and one for recording) along with five supervisors with the same requirements. “We anticipate PT Asuransi Jiwa Sinarmas will have 250 licensed resources for Dialogic HMP Software when this stage of the deployment is complete,” explained Drahma.

“The initial Dialogic solution we created only required a few adjustments to meet the specific requirements of PT Asuransi Jiwa Sinarmas. This contributed to the speed with which the project was completed, and the customer was also delighted that they would enjoy cost savings too.” To date, PT Integra Multi Solusi has purchased a total of 800 Dialogic HMP Software licensed resources for its customers in Indonesia.

Results

Since the new contact center solution has been installed, the telemarketing team at PT Asuransi Jiwa Sinarmas has reported increased productivity and business savings.

“We expected all the new features that came with the new contact center solution to degrade voice clarity,” said Gideon, General Manager at PT Asuransi Jiwa Sinarmas, who is in charge of 80 telemarketers. “However, our telemarketers have informed me that voice clarity has actually improved for both themselves and the customers on the other end of the line. They feel a new confidence, and this has allowed them to improve their sales tactics, which increases their chances for a successful sale.

“I was also impressed that the new system is able to support an additional 200 seats. When demand picks up and we require more telemarketers, the solution will allow us to enjoy economies of scale by purchasing additional resources through HMP software licensing.

“In terms of features, PT Moxcal Technologies has already shown us that we are only using a small subset of the features available, and we expect to take advantage of these additional features soon.”

Next Step: Video Conferencing

With the increasing use of mobile phones able to support video, along with improved mobile internet bandwidth, video conferencing is expected to be the next area to which contact centers will look to differentiate themselves in Indonesia.

“We expect customers using contact centers to demand video conferencing in the future,” said Superto. “As soon as demand arises, we are ready to move to video conferencing using Dialogic HMP 3.1 for Linux.”

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About PT Moxcal Technologies

PT Moxcal Technologies is a fast-growing IT system developer offering various IT business solutions, especially in mobile application and contact center technology. PT Moxcal Technologies started operations in Jakarta in 2002 as a provider of SMS gateway and mobile solutions based on Pocket PC platforms.

About PT Integra Multi Solusi

PT Integra Multi Solusi is a professional system integrator focusing on financial services and telecommunications for enterprises and service providers. With experienced engineers and consultants in the data and voice market space, PT Integra Multi Solusi provides the best solutions that technology can offer, so enterprises and services providers have the tools to meet their customers' expectations.

About PT Asuransi Jiwa Sinarmas

PT Asuransi Jiwa Sinarmas was established in 1985 and has experienced considerable growth in the Indonesian life insurance industry. As of 2007, total assets have reached Rp 5.6 trillion, while profit increased 370% compared to the previous year. Net claims and policyholder benefits paid has reached Rp 1.2 trillion while total individuals insured has surpassed 450,000.

About Dialogic Corporation

Dialogic Corporation is a leading provider of world-class technologies based on open standards that enable innovative mobile, video, IP, and TDM solutions for Network Service Providers and Enterprise Communication Networks. Dialogic's customers and partners rely on its leading-edge, flexible components to rapidly deploy value-added solutions around the world.

Information about Dialogic is available at www.dialogic.com.

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