



Executive Summary

13 Million Users

Complex Integration

- ✓ Web <-> IVR
- ✓ IVR <-> CRM
- ✓ Email
- ✓ SMS

Multi Lingual

Load Balanced

Scaleable

Self service solution

High volume VOIP IVR with multi point integration

Our client chose PebbleTree to implement a Voice over IP (VOIP) platform for them leveraging the well established Asterisk GNU PBX platform.

The choice of Asterisk allowed ease of integration with Client systems and external messaging systems, standards based approach, ease of carrier termination and implementation of a load balanced solution across multiple n+1 redundant servers.

The project was new territory for our Client; offering an additional loyalty service through a major UK retailer to more than 13 million UK customers; with an anticipated daily peak volume of 8500 calls.

In order to provide the challenging levels of self service demanded, integration to our Client's systems was a critical component of the solution. This required integration points to *Web, Client CRM, email, SMS, and Landline SMS*. Customer experience was also key, leaving us to perform a balancing act at all times with the level of automation versus the Customer experience.

The project was a success for all involved. Our client made considerable savings over provision of the solution, which in turn was delivered within a 10 week window.

If you want to get it right first time, choose VOIP.

Choose PebbleTree.

Successes

95% automation

Cost reduction to service of 90% over traditional contact centre

Project delivered on time

Project delivered on budget

50% saving over market rate for TDM voice technology