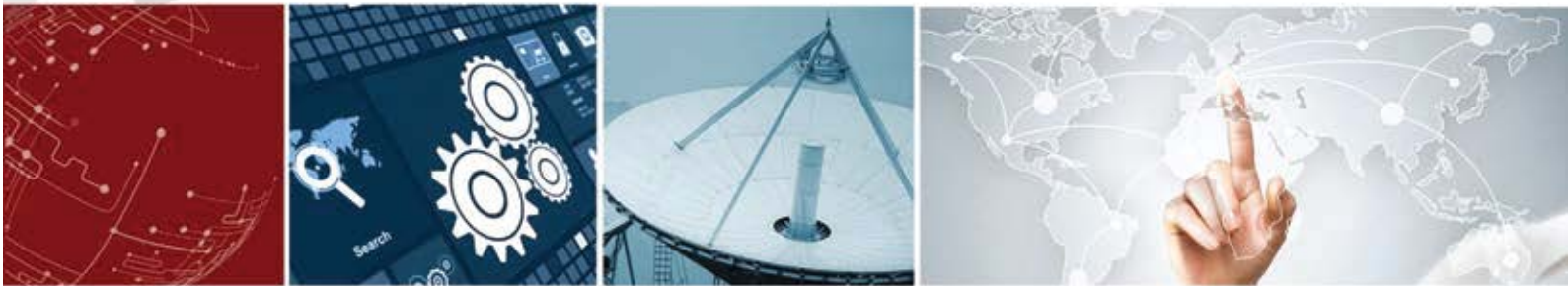


Contact Centre Administration Application Development For Cable & Telecom Service Provider



Client Profile

Client is an American Cable Telecommunications company, which provides digital cable television, telecommunications services to consumers.

Industry
Telecommunications

Case Overview

Business Problem –

To enhanced the custom self service web application to boost their customers' experience.

Solution –

Xavient work group developed the required application with additional features to deliver an augmented product.

Technologies –

HTML, CSS3, Java 1.7+, Spring Framework, Tomcat 7.x, JQuery, Bootstrap

Benefits –

- High quality solution delivered
- Improved customer experience and satisfaction
- Better cost control

Business Problem

As the competition intensifies, almost every industry is looking for different ways to improve their customer service experience. Telecommunication Service Providers face the toughest of competition than any other industry. It is hence essential to provide the customers with the smoothest of experience. On account of this, it is very important to focus on the Interactive Voice Response (IVR) experience of the customers in order to provide the augmented customer service.

To manage their IVR based self-service call center functionality, client was using a custom web application. The existing application had a number of issues like lack of operational stability, complex architecture, poor performance, lack of maintainability/supportability etc. The existing application's components were tightly coupled and heavy, making the rendering of the front end very slow and hence hindering a smooth functioning of the application.

Besides these constraints, client had aggressive timelines, budget constraints and project governance concerns and was looking to reduce the total cost of ownership, maximize the performance and enrich customer experience.



Xavient's Solution

Xavient proposed an architecture based on loosely coupled components with secure REST based service layer to improve the overall performance of the application, effective development, better integration and faster resolution of problems that might occur in any layer of the application's architecture. Application also uses MVC pattern to support the layered architecture.

Xavient developed the additional IVR functionalities to improve the IVR Flags Administration, IVR Dynamic Messaging, IVR Message Administration, IVR Pay Per View, Real-time Stats etc. There were more functionalities that were added and a responsive UI was created to provide optimal viewing experience. Apart from these, cross browser compatibility was introduced and security was enhanced with the use of session time outs.

A self-organized and well-structured team was established for the end-to-end management of the project using an Agile approach. Xavient handled the complete project lifecycle from initiation to production as a managed service while conducting effective, repeatable monitoring and process controls to maintain complete visibility to client throughout project. An iterative incremental delivery approach with continual client engagement was implemented that facilitated complete and 360 degree visibility into work quality and project progress through close daily review meetings.

Solution Benefits

- High quality solution with short change cycles and lower cost of change.
- Improved customer experience on an advanced technology platform.
- Higher business value delivered – prioritization of features and flexibility of requirements change.
- Increased throughput due to quick ramp-up/down of resources – faster time to market.
- Reduced post-production defects.
- Continuous evolution of the product.
- Early discovery of issues to reduce risk and better cost control.
- Improved collaboration and cooperation in the team with faster responsiveness.
- Delivery of business ready application in 45 days.



About Xavient Digital, powered by TELUS International

- Headquartered in Simi Valley, CA, Xavient Digital, powered by TELUS International (Formerly Xavient Information Systems), is a leading provider of global IT and engineering services and solutions. Since its inception in 2002, Xavient has grown to be a tier-one IT Professional Services and Solutions provider for telecommunication, broadcasting, manufacturing, retail, and healthcare companies.
- It is the preferred transformation partner across product and vendor evaluation; business process re-engineering; outsourcing and off-shoring; product implementation; custom solution development and IT professional services for several Fortune 1000 companies.
- Xavient leverages its proven expertise in Global Delivery Models with centers of excellence in Application Development, QA & Testing, Managed IT Infrastructure services and IT Application & Production environment.

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