



Technology Investment Savings

A Case Study

Situation

A call center outsourcer was based in Hayward, CA and planned to open a new site in Nevada. They were using a homegrown CRM application and a Lucent phone switch/ACD. The CEO had vendors submit proposals for the telecom technology and network configuration for the new site.

Problem The CEO needed assurance that the proposals were on target with their needs and wanted to explore the feasibility of operating both sites as a single virtual operation.

Our Expert Solution

A senior Amtech Alliance Member conducted a Technology Assessment of the entire operation and made recommendations for change that would:

1. Improve feature/functionality of the existing CRM application system
2. Identify investments in technology that would allow the two sites to operate as if they were one
3. Improve client satisfaction with the back end processes of the CRM application

Results

1. Confirmed the technical feasibility and architectural design of operating the two sites as one and recommended a transition plan for eventually moving the entire operation to the second site in Las Vegas
2. Recommended an enhanced, hosted (ASP model) data system technology solution to support both sites
3. ***Saved over \$400,000 that would have been invested in the duplication of technologies to support both sites***
4. Implemented a new phone switch/ACD to support both sites – ***negotiated a 30% reduction in the investment in the new phone system***
5. Analyzed network billing and ***made changes to realize a \$25-30,000 annual savings*** in network connection costs for long distance
6. ***Reduced staffing needs by 7%*** through a single system solution
7. Shortened the time to open a new site in another city from 4-6 months to 2-3 months