



TALISMA END-TO-END CUSTOMER CONTACT



Talisma is the only full-service provider of customer relationship management (CRM) solutions including rapidly scalable software, professional services and globally deployed human resources. Headquartered in Seattle, Talisma has more than 500 employees with offices in India, Europe, Asia and 15 cities across the U.S.

Talisma Corporation is an established provider of interaction-centric CRM solutions for service, sales and marketing and has been ranked amongst the top five CRM solutions worldwide. The company was recently selected to receive the 2002 Hot 100 Award by the UPSIDE Magazine recently. This annual award recognizes excellence and innovation among the hottest technology industry startups.

End-to-end Contact Centre... The Way of the Future

Talisma has chosen to implement Cisco's IPCC solution at its Contact Centre in Bangalore. This implementation promises to transform customer interaction facilities provided by Talisma to its customers across the globe. Talisma is now able to enhance the value offering to its customers by offering not only e-mail, chat & web collaboration channels but also telephone contact. ***The solution consolidates Talisma as an end-to-end service provider in the Technical Support domain covering all media touch points.***

Talisma has recently deployed a complete media solution based on the Cisco IPCC solution for technical support to a global online media company and is currently servicing the Talisma CRM product clients across the globe using the Cisco solution. Currently, ***Talisma can support upto 200 agents on the existing Cisco IP-CC infrastructure.*** Going forward, the same Cisco IPCC solution suite will be extended beyond the current contact centre in Bangalore to seamlessly connect other geographically distant contact centres that Talisma might open in the future ***resulting in a single global virtual call center.***

Implementing an end-to-end Contact Centre

The Cisco IPCC delivers an integrated suite of proven solutions — including Cisco ICM, Cisco CallManager, Cisco IP-IVR, Cisco VoIP gateways and Cisco IP phones — that combines Cisco IP telephony and contact center solutions.

The solution will utilize Talisma's existing network, thus optimizing investments in wide-area network (WAN) infrastructure and lowering administrative expenses. The solution will also enable Talisma to generate and build customized reports for analyzing the contact center's performance.

Key Components of the Talisma Solution

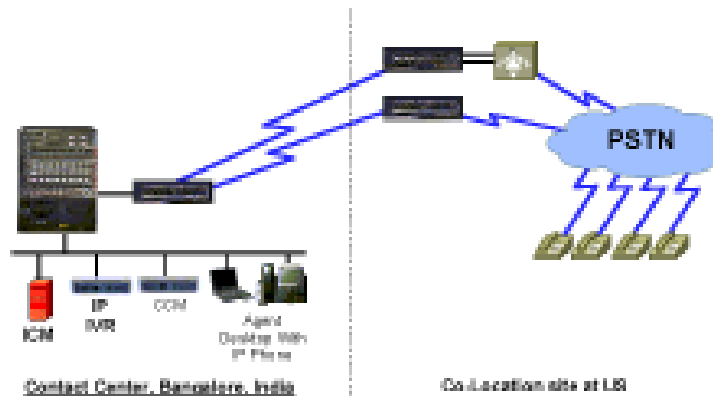
Talisma has set-up a fully IP-based Contact Centre based on Cisco's solution. All aspects of Cisco's IP-CC solution have been deployed at the Talisma Contact Centre. These include:

- Cisco Call manager IP PBX server (CCM) providing IP telephony call control
- Cisco Intelligent Contact Management (ICM) central controller providing Contact Center skills based routing, agent state control, reporting and Computer telephony Integration (CTI)
- ICM peripheral gateways (PG) providing ICM interface to CCM and IP IVR
- ICM CTI server providing communication to IPCC CTI softphone clients residing on Agent PC's and Talisma CRM applications
- Cisco IP IVR (Interactive Voice Response) providing Queuing / digit collection and announcements
- Cisco Admin workstation providing Contact center MIS terminal for ICM configuration, real-time and historical reports
- Cisco VoIP Gateway – for IP to PSTN access
- Using Cisco IP telephone 7960 and IPCC Agent desktop software provide agent terminals functionality.

The Catalyst 6509, which provides the core LAN functionality, is configured with an array of functionalities. Catalyst 6000 Inline Power 10/100 BaseT Switching Module (WS-X6348-RJ45V) used for Inline power (48-volt DC power) for the IP Phones provided over standard Category 5 unshielded twisted-pair (UTP) cable up to 100 meters. The Local Area Network is based on the Switch providing high performance hardware-based layer 3 switching and in-line power to the IP telephones. The switch also provides Inter-VLAN routing at very high speeds. The Local Area network will connect to remote end via two Cisco Routers. (As illustrated in the attached network topology diagram.

The Cisco IP-CC Solution

The Cisco IPCC solution delivers intelligent call routing, network-to-desktop CTI, and multimedia contact management to contact center agents over an IP network. By combining software ACD functionality with IP telephony in a unified solution, IPCC will enable Talisma to support their customers' global e-sales and e-service initiatives. Further, the solution has dynamic reporting functionalities that allow for consolidation of timely and accurate information from resources such as the Internet, carrier networks, legacy ACDs, IVRs & agent desktops.



The WAN link between Talisma, Bangalore to the US office is connected over high-speed fibre based IPLC's. On the WAN links, QoS features are enabled to ensure voice quality that allows classifying data and voice traffic into different categories and ensuring the delivery of real-time voice packets. The Talisma deployment utilizes a single site converged QoS enabled LAN to deliver contact center functionality.

As per **Chandrashekar Shetty, VP, Offshore Services and IT, Talisma Corp**, "An important aspect of the Cisco solution deployment is that Talisma was provided the complete lifecycle services consisting of design of the solution as per the requirement, installation of the products proposed and integration with existing network and applications."

His final word on the implementation, "I must admit that despite the complexity of the integration, the implementation was on time and without any major issues. We had a team from Cisco aiding with the implementation – but it must be said that our internal IT team was able to understand and manage the entire setup extremely fast. Infact, we had our product Support Team "Go-Live" on taking Customer Calls using the Cisco IPCC Setup - within a mere 3 weeks."

Why an IP-based solution? What Cisco's IP-based solution?

On the reasons for opting for an IP-based solution from Cisco, **Chandrashekar Shetty, Talisma Corp** said, "The decision to go with an IP-Based solution was based on different parameters like Technology, Support, Cost of Expansion, Integration with existing infrastructure, Vendor relationship and Bandwidth usage. **Although we did consider conventional Network Switches too, the benefits delivered by IP Convergence were too compelling.** At the end of the day, Talisma wanted a solution that is cost effective, reliable, transparent to our customers, quick to deploy, and easy to manage – and Cisco IP-CC fitted the bill."

The Key Reasons for choosing Cisco's IP based Contact Centre solution were:

- Scalable: It is scalable from a small single center operation to a large multi location call center. The scaling also did not require Talisma to invest in multiple instances of the ICM controller (which is a large element of cost) for each call center location. The whole infrastructure would be one virtual call center spread across several locations
- Leverage on the Existing Infrastructure: It was possible to leverage existing investments in Cisco equipment that we had s and also the WAN infrastructure.
- Customer Support: The relationship with Datacraft (the Cisco reseller) is excellent and support has always been forthcoming and very good.

The Final Verdict

Speaking on the implementation, Chandrashekar said: "Talisma has been in the business of providing support on the e-mail and chat domains for over 7 years. It is our endeavor to provide value to our customers as a result of which we have added voice to strengthen our support offerings. Cisco gives us reliability, scalability and integration enhancements that are not only realistic alternatives for our customers, but an end-to-end solution that can open new contact channels to take our customer management to the next level".