

Thuraya Satellite

IVR Powers Customer Service Solutions

Thuraya Satellite Communications Company offers cost-effective satellite-based mobile telephone services to nearly one third of the globe. Through its dynamic dual-mode satellite handsets and products, Thuraya enhances freedom of movement and connectivity. The company's US \$1 billion regional mobile telecommunications via satellite (GMPCS) system helps meet the need for affordable, high-quality mobile phone services to urban hubs as well as remote communities. Through partnership with leading national telecom and mobile communications companies, Thuraya provides blanket coverage to more than 140 countries in Europe, North, Central Africa and large parts of Southern Africa, the Middle East, Central, South Asia as well as the Asia Pacific region: a landmass inhabited by an estimated four billion people.

CHALLENGES

Thuraya has experienced tremendous growth since it launched its first satellite in 2000. With a growing customer base came a growing pressure on the company's contact center. Handling this growing call volume with existing agents was generating longer queue times for customers. To provide better service and reduce wait time, Thuraya sought an interactive voice response (IVR) solution to provide customers with instant access to a wide range of information and services.

"The Syntellect Communications Portal offers unprecedented technical flexibility which enabled us to easily meet our client's complex requirements."

MOHAMED ELSHAL
BUSINESS DEVELOPMENT MANAGER
CONVERGED COMMUNICATIONS MENA

SOLUTIONS

Thuraya elected to deploy a Syntellect-based interactive voice response (IVR) solution to front end their call center operations. It provides automated access to product, service, roaming and pricing information. Existing customers can activate or deactivate services, make changes to their plan and manage pre-paid and post-paid accounts. The IVR solution also handles the routing of customers that need additional service to Thuraya's customer service agents.

The solution was provided by Converged Communications MENA (CCMENA), a long-time Syntellect partner and leading supplier of building blocks and services for creating innovative communications solutions for enterprises, service providers and telcos. Their professional services group helped Thuraya define the project's goals and designed the IVR solution to help customers gain access to the information and services they needed.



CASE STUDY overview

INDUSTRY
Communications

CUSTOMER PROFILE
Thuraya provides cost-effective mobile satellite services in more than 140 countries. Services include mobile voice that support dual GSM and satellite mode, broadband, maritime, rural telephony, fleet management and other advanced applications. Thuraya enhances sectors such as oil and gas, mining, agriculture, NGOs and maritime services through its cutting edge technology. For more information visit www.thuraya.com.

GOALS

Provide better service
Reduce wait/queue times

SOLUTIONS

Syntellect Communications Portal
Syntellect Studio

BENEFITS

Streamlined call handling procedures and reduced costs
Provides 24 hour self service access to data, information and services
Automates access to product, service, roaming and pricing information
Frees skilled agents to assist callers with complex needs and custs wait times



THE BOTTOM LINE

"We are committed to providing our customers with state-of-the-art service. The Syntellect-based IVR solution has helped us to provide the level of service that our premiere position in the market dictates."

IBRAHIM ABDULLA
SALES & CUSTOMER
SUPPORT MANAGER
THURAYA COMMUNICATIONS



The Syntellect Communications Portal was selected for its ease of development and extensive support of multiple telephony, data and VoIP protocols. Thuraya's environment was extremely complex. They needed an IVR solution capable of answering calls from the company's SS7 network and converting them to SIP for handling in the company's VoIP-based contact center. It also needed to integrate with Thuraya's Terrasoft CRM software as well as their billing, home location registry (HLR) and mobile switching center (MSC) systems.

"The Syntellect Communications Portal ensures that we will be able to create effective voice solutions for the wide range of customers in our market," said Mohamed Elshal, Business Development Manager of Converged Communications MENA.

CCMENA utilized Syntellect Studio, the platform's graphical programming environment that reduces development time by 50% or more, to quickly create the solution for Thuraya.

RESULTS

Introducing IVR automation into their contact center operations enabled Thuraya to streamline their call handling procedures and significantly reduce costs. It provides 24-hour self-service access to data, information, and services ensuring that customers with routine requests are handled immediately. This frees skilled agents to help callers with complex needs. By automating a large number of calls, the Syntellect-based IVR solution cut wait time for a better customer experience.

ABOUT SYNTELLECT

At Syntellect, we help our customers create, maintain and continuously improve superior end-to-end service for their customers. With over two decades of pioneering leadership and thousands of solutions deployed globally, Syntellect is a premier provider of enterprise-class contact center solutions for the utilities, financial services, government, high-technology, help desk, consumer products and healthcare industries.

ABOUT CCMENA

Converged Communications MENA is a leading supplier of hardware and software building blocks, services and Computer Telephony solutions in the Middle East and North Africa that allow value-added resellers, system integrators, telecom equipment manufacturers, and application developers to build innovative communications solutions for enterprises, service providers, and telcos. For more information visit www.ccmena.com.



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