

*Integrating Voice and Data
for Call Center Excellence*



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From: K. Wittal, Chief Technology Officer
SaskTel, Regina, SK, (2001)

To: Logical Software Corporation
Burnaby, British Columbia

Subject: Testimonial for CTI project for Sasktel, Regina, Saskatchewan

Since the de-regulation of the telecommunications industry, SaskTel has positioned itself as the provider of choice for a complete range of communications services within the Saskatchewan marketplace. In order to maintain the long-term viability of the organization, market share must be maintained and customers must have access to new products and services being made available. Market share will be maintained through Loyalty initiatives and customer service has been identified as a means of differentiating SaskTel from competitors in our market place.

To maintain customer loyalty, SaskTel established new channels that would make it easier for customers to do business. Contact centers were established in Regina and Saskatoon, providing Consumer and Small Business customers with a cost-effective single point of contact into the organization. To make it possible for employees to offer world-class customer service, there was a need to provide them with the tools that would be required to effectively interact with and serve customers regardless of the channels that they chose (traditional voice, e-mail, Internet etc).

Computer-Telephony Integration (CTI) technology allows a contact center to support these diverse channels. When the decision was made to introduce these channels into the organization, there was an internal lack of understanding as to how the technology would best support the vision of world class customer service.

Logical Software was engaged to advise as to how these tools should be brought into the organization. Through their knowledge of contact center operations and their experience with other organizations, they were able to provide the guidance and advice that SaskTel lacked internally. Logical Software took the lead in developing customized solutions and configuring the application to meet the needs of the business

They worked with SaskTel resources to ensure they had the knowledge and expertise that would be required to support the technology once it was in place and working. They also provided us with access to tools and applications that they had developed that allowed the users to manage the technology and reduce the involvement of our IT personnel. Logical Software met our requirements and expectations in every respect and without their guidance and advice, our front line organization would not be as well positioned to meet customer and corporate expectations.

CTI has allowed SaskTel to introduce fundamental changes to the ways that employees interact with customers (blending of voice queues, improved call routing etc). Agent productivity and the quality of customer interactions have improved and this is a direct result of the presence of CTI and

the guidance and advice offered by Logical Software. SaskTel expects to be making these tools available to other business units that interact with customers on a large scale (SaskTel Mobility and the Internet Help Desk). Without the involvement of Logical Software, SaskTel would not be as well positioned to meet competitive threats and ensure long-term viability in the market place.