



PBE proves perfect for innovative Call Centre

Leading call centre, Customcall, relies on HighBand® 25 Patch-by-Exception to deliver high performance technology initiatives.

CASE STUDY

CHALLENGE

Fast growing, and Australian founded and operated call centre operator Customcall, recently decided to move to larger premises to accommodate their expanding operations. The new premises, located in Kent St, Sydney, comprise two floors with a capacity for 585 seats.

STRATEGY

Customcall employ the very latest in call centre technology which is integrated to facilitate client requirements, lending flexibility and ease of user functionality.

To support these ongoing technology initiatives and growth projections, the HighBand 25 Patch-by-Exception (PBE) model was selected as the solution.

RESULTS

Upon completion of the project, Customcall reported that the HighBand 25 installation had been very smooth with no issues. Resulting in a tidy, easy to maintain solution with a high-performance Gigabit backbone.

Australian founded and operated, Customcall is one of the largest privately owned call centre operators in the region servicing blue chip companies in fields including financial services, energy and telecommunications.

Established in 1996, Customcall's fundamental purpose was to fill a gap in the teleservice marketplace by creating a results-focused direct sales channel.

Customcall has since provided the means for companies to provide a more efficient and cost-effective service to clients' existing customers, using market intelligence to cross-sell relevant products and ultimately improve the value of relationships.

This winning formula combined with continuous investment in people and technology has seen the business grow from humble roots to an annual turnover of \$24 million and over 450 staff. Hence, a recent decision by Customcall to move to larger premises to accommodate their expanding operations. The new premises, located in Kent Street Sydney, comprise two floors with a capacity for 585 seats.



The team from Structured Communications terminate the HighBand 25 modules.

On evaluation of their existing structured cabling solution, Customcall decided a new system would be required for their operations at the new premises. After some preliminary research, including a visit to the ADC KRONE stand at CeBIT. Customcall met with ADC KRONE endorsed installer Tom Hammerl from Structured Communications to discuss the options for a new system.

Customcall's main requirements were scalability and flexibility. A contact centre of Customcall's size and reputation is heavily reliant on the technology behind it. In 2003, the Customcall IT division was awarded the Deloitte Technology Fast 50 where they were described as "Technology leaders sustaining innovation and growth".

Customcall employ the very latest in call centre technology, including systems such as: Avaya Definity PABX system, Genesys Predictive Diallers and Witness (Eyretel) Voice Recording system. However, it is the way that the technology is integrated to facilitate client requirements that is revolutionary, developed with client flexibility and user functionality in mind.

To support these ongoing technology initiatives and growth projections, it was decided that a HighBand® 25 Patch-by-Exception (PBE) model would be the best solution.

"We were impressed by the uniform, clean, uncluttered look of the HighBand 25, which looked to be a great improvement on our existing solution which had become a somewhat unruly bird's nest", said Andrew So, System Administrator for Customcall.

The HighBand 25 is a comprehensive Category 6 communications solution for leading corporations and businesses, wanting the most advanced network performance.

The HighBand 25 module has disconnect contacts, providing for ease of administration and Patch-by-Exception. Invented by ADC KRONE, PBE remains the highest performing, most cost effective solution on the market today.



Darren Robertson, Structured Communications, terminates HighBand 25 modules whilst ADC KRONE's Alex Price conducts permanent link testing.

Tom Hammerl and the team from Structured Communications completed the installation for Customcall, installing approximately 130,000 metres of cable and 21 verticals, making it the largest HighBand 25 installation of its kind in the Southern Hemisphere.

The Customcall office environment has been specifically designed to suit the needs of staff working within a teleservice environment. In keeping with the funky décor, Customcall utilised umbilicals to house overhead cables from the ceiling space. The umbilicals are a neat alternative to static power poles and come in a variety of colours and configurations, enhancing the overall design and ambience of an office environment. Upon completion of the project, Customcall reported that the HighBand® 25 installation had been very smooth with no issues. Resulting in a tidy, easy to maintain solution with a high-performance Gigabit backbone.

"The PBE cabling has proven to be particularly useful for our call centre environment," said Mr So.



Tom Hammerl, Structured Communications and Alex Price, ADC KRONE, conduct permanent link testing.

CASE STUDY



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