



Call-Center Design and Modeling

Our services

We provide exclusive services, analyzing and modeling call-center infrastructure.

By using high capacity servers, processing scientific applications based on mathematical models, statistical techniques, network algorithms and mass data analysis, we are able to identify the optimal correlation between the call-center users' geographical dispersion, its traffic (Volume/flow), the interconnection costs and the call-center infrastructure.

By using our software, we can compare all possible ways to transport the traffic flows between the users and the contact centers. Through these analysis, we identify what can be improved in the current structure.

Applicability

Besides identifying the optimized call-center structure the analysis process also helps the call-center service provider with several other aspects associated with the management of its business:

- Allows to prepare proposals in a fast and efficient way;

- Allows simulations of pricing strategies and levels of prices establishing a clear correlation between traffic volume, revenue and costs per client;

- Allows the easy preparation of outsourcing proposals that guarantee competitive prices and profitability;

- Analyze traffic and check if the number of trunks, the bandwidth allocation and CIR definitions are adequate- capacity planning;

- Simulate future needs and verify how the transport cost will behave with the increase in the traffic (assisting in strategic planning, anticipating needs and problems);

- Negotiate telecommunication budgets, establishing a clear correlation between traffic, services provided and the costs incurred with a high level of accuracy;

- Evaluate the feasibility of implementing specific services through the call-center;

- Evaluate the feasibility of deployment of IVRs (verify if a service would be feasible if offered through IVRs, live attendants or Both).

Our methodology

Our operational methodology (Wide Area network analysis methodology®) allows us to simplify the data gathering necessary to perform the analysis/simulations.

Our tools

Our analytical software (Ariete®) allows us to execute millions of comparisons, verifying all possible combinations of topologies, routes, interconnection providers, technologies, pricing strategies and traffic volumes.

Benefits

Having a dynamic model enable us to analyze how the variables involved influence each other and verify how changing each one of them affects the overall cost of the infrastructure.

Using our tools we can establish the correlation between all variables involved.

The capacity to analyze the infrastructure dynamically allows us to verify the cost associated to implementing each new service, assuming different percentage of the users population will be using it. Therefore, if we have an income or revenue associated with the transactions performed by the call-center we can even produce a return over investment analysis and show where the breakeven point is as with respect to an individual service.

Situations where our services become particularly useful

When defining market strategies

- The minimum amount of users necessary to make a service feasible;

- Which services will be provided;

- How much will be charged for each service.

When defining operational strategies

- Who pays for the Access (availability or not of 0800 access);

- Whether or not the local numbers will be provided;

- If services are provided only through the IVRs, only by live attendants or bot;

- In or out source of traffic transport.

When defining technical strategies

- Whether or not to use traffic capture nodes;

- Whether or not Distribute the IVRs ;

- Voice compression rate;

- Acceptable quality of Service (maximum waiting time in incoming calls , etc);

- Hardware and interconnection providers;

- Interconnection technologies.

Additional information

For further information, please do not hesitate to contact us. Our team welcomes new challenges and the opportunity to help you.

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WANOPT is a consulting company specialized in transitioning business requirements into strategic and tactical infrastructure solutions.