



TELUS

NATIONAL SERVICE PROVIDER BETTER SERVES BUSINESS CUSTOMERS WITH CLOUD CONTACT CENTER BASED ON ENGHOUSE'S CCSP

At a Glance

CUSTOMER PROFILE

TELUS is one of Canada's largest and fastest-growing service providers supporting 14 million customer connections and having \$12 billion in revenues. Supporting national and regional customers of all sizes, most of TELUS customers operate contact centers and TELUS offers best-in-class customer experience solutions including Contact Center as a Service to reduce their customers' capital investment and operational costs.

GOALS

- Allow TELUS business customers to meet changing customer expectations for personalized interaction with a cloud-based contact center platform.
- Go to market with a Contact Center as a Service solution based on a product that was built from the ground up to be multitenant, allowing easy onboarding of new customers, with a low cost of operation.
- The ability to optimize their level of investment in hardware and software infrastructure and to achieve the quickest time to market and revenue

SOLUTIONS

Based on Contact Center Service Provider, TELUS contact center as a service solution partners them with a Canadian company that has a product that was purpose-built for service providers; it offers multitenant, highly integratable, and flexible contact center software.

The Scenario

TELUS is one of Canada's largest and fastest-growing service providers, offering the full range of voice, data and video services. With over \$12 billion in revenues, TELUS supports 14 million customer connections, including 8.4 million wireless subscribers, 3.1 fixed line subscribers and almost 1 million TV subscribers. The company serves businesses of all sizes on both a national and regional basis, the majority of which operate contact centers.



Most of these contact centers are premise-based, legacy technology and are increasingly coming up against inherent limitations. With today's technologies, rising customer expectations are outpacing the ability of these businesses to support expectations, especially as to personalized interactions across all communication channels, particularly when transitioning from one channel to another.

With requirements evolving quickly, TELUS recognized an opportunity to serve their business customers using a cloud-based contact center platform. The need was most apparent with mid-sized enterprises, where there was demand from customers for custom solutions, but a lack of IT expertise to integrate and then manage these solutions onsite. In such cases, premise-based contact center platforms have limited flexibility to meet these demands, and are costly to support. With CAPEX funding much harder to come by, mid-sized businesses have few options to adequately upgrade and integrate premise-based contact center platforms.

TELUS found small and medium businesses (SMBs) also have limitations for managing premise-based infrastructure, are more cost-conscious, and challenged with evolving their call center. They can continue with a bare-bones onsite call center, or if going to a cloud-based option, they have the opportunity to cost effectively introduce advanced capabilities. Enterprises, on the other hand, have more complex contact center needs and tend to have sufficient IT resources to manage these with a premise-based platform. For them, public and private cloud solutions offer compelling alternatives to owning and managing their own contact centre technology.

BENEFITS

- Remove the limitations their customers have with their legacy, on-premise contact center platforms with a flexible omnichannel solution that could grow and evolve as their requirements change.
- Mitigate the financial risk by shifting contact center expense to OPEX funding so the business only pays for the services used.
- Help their customers shift limited IT resources from managing premise-based contact center systems while concurrently offering them better reliability with carrier-grade infrastructure and redundancy.
- Integrate multiple partner products in a flexible solution that spanned all aspects of the contact center.
- Tap an emerging revenue opportunity with a world of data analytics built around the customer journey.

The Solution

With a particular focus on serving mid-market customers, TELUS scoped out their requirements for a cloud-based contact center partner. Having worked extensively for many years with other cloud-based solutions, TELUS had a clear idea of what to look for in a partner for a contact-center-as-a-service (CCaaS) platform. First, the platform needed to be cloud-based from the ground-up, rather than built on premise-based technologies that have been repositioned for virtualized, single-instance per customer-hosted solutions.

Second, the application needed to have a true multi-tenant architecture. TELUS has a large customer base to support, and the multi-tenant model is easier and more economical to scale than single-instance platforms. Knowing that cloud will be new for many end customers, multitenancy allows the service provider to offer the most flexibility to each customer, so they can adopt the cloud at their own pace, whether expanding seats or adding new communication channels or features.

A third driver for TELUS was the ability to support other partner products, creating an integrated yet flexible solution for the end-customer that spanned all aspects of the contact center. TELUS knew this would allow their customers to evolve and grow beyond the limits of their current contact center platforms and applications. TELUS needed a partner whose contact center offering supported open, modern, standards-based technology and interfaces, rather than one using proprietary technology.

Taking all these factors into account TELUS evaluated several vendors and determined that their cloud contact center offering would be based on the Contact Center: Service Provider (CCSP) platform from Enghouse Interactive. In addition to being a Canadian-based company, Enghouse Interactive possessed the core multi-tenant architecture for which TELUS was searching. Knowing that end customers are constrained by premise-based legacy contact center systems, multi-tenancy allowed TELUS to enter the cloud application market with a CCaaS solution that was easy to deploy, quick to scale, and flexible enough to customize for each end customer. “We were looking for an application and a partner that could help us optimize both our level of investment in the platform and our time to market,” reports Chad Wormington, Strategic Director, Contact Centre Technology and Services at TELUS.

“Enghouse’s CCSP provides us with less operational overhead, more flexibility to create integrated business solutions and a faster time to onboard new end-customers. This ultimately results in more rapid time to revenue for TELUS.”

Chad Wormington, Strategic Director,
Contact Centre Technology and Services
TELUS

The Benefits

In most cases, end customers were using a premise-based contact center solution, and were encountering growing challenges in meeting the changing support needs of their customers. These platforms have limitations in terms of both omni-channel support, and ability to integrate new applications – not to mention being costly to upgrade, manage and scale.

To accept going with a cloud-based, contact center as a service (CCaaS) offering from TELUS, end customers needed to see this as a low risk option. Moving from both legacy to IP, and from premise to cloud entails change, and with Enghouse Interactive's CCSP in place, TELUS has made this change much easier to manage. The financial risk is mitigated by shifting the contact center to an OPEX funding model, where the business only pays for services used, providing cost certainty. There is no need to pay for licenses in anticipation of future expansion; they can be added on an as-needed basis.

Operational risk is mitigated by the fact that IT can leave the task of managing this transition to TELUS. This is especially relevant with mid-market businesses where limited IT resources can be shifted from low value tasks such as managing legacy, premise-based contact center systems. Another operational benefit is the assurance of having carrier-grade reliability to keep the contact center running, even during peak demand cycles where premise-based systems would be over capacity.

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With CCSP being entirely IP-based, the feature set is as rich as premise-based solutions, with intuitive, customizable interfaces that allow agents to access applications in real time as they are supporting customers. “CCSP's TouchPoint agent interface is accessible from a wide range of browsers,” said Wormington, “it provides open APIs and a gadget-paradigm for integrations allowing us to insert our applications into the agent desktop.” TELUS believes this gives them an advantage with their customers; “Given that most end customers are already lagging behind the level of service their customers expect today, there is major risk to not being able to close that gap before they lose customers to more agile competitors.”

This is perhaps the greatest benefit for TELUS to offer CCaaS; it is the fastest and most effective way for these contact centers to close the customer expectation gap. From there, the value proposition only gets stronger, as these contact centers now have a platform from which they can continue evolving to keep pace with customers. Whether

that entails enhancing multichannel by integrating new modes such as chat or video, or adding deeper business-level integrations such as CRM, workforce optimization, business intelligence or achieving PCI compliance, the ability is not dependent on their in-house IT resources.

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Aside from providing ongoing benefit to end customers, TELUS gains by having a partner around which a promising business opportunity can be built. Not only does Enghouse Interactive help TELUS serve customers that may otherwise go to a vendor-based offering, but this now positions them to tap an emerging revenue opportunity around omnichannel and a new world of data analytics built around the customer journey. “Enghouse’s CCSP provides us with less operational overhead, more flexibility to create integrated business solutions and a faster time to onboard new end-customers, this ultimately results in more rapid time to revenue for TELUS” said Chad Wormington.

About Enghouse Interactive

Enghouse Interactive’s integrated suite of solutions includes multi-channel contact center, self-service, attendant operator consoles and workforce optimization. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor. These solutions support the full range of deployment methods from premise-based to private, public or community cloud and even hybrid requirements.