

Symon Visual Communications Solution aids global contact centre transformation

At a glance

Channel partner: Direct Sales

Client challenge:

- Leverage new technology to improve contact centre performance
- Create showcase facilities with a high-impact visual design element

Value proposition:

- Symon Visual Communications solution incorporating Symon Enterprise Server, Symon Design Studio, Symon Media Players and 42-inch LCD displays
- Creative Content Services and Professional Services for implementation and ongoing support

Business results:

- Contact centre speed of answer up by 15 per cent
- Improved employee engagement and retention
- A showcase to help win new business

“Speed of answer is up by around 15 per cent in the new centres and the Symon technology has made a major contribution to that. The centres now look state-of-the-art and this has absolutely helped us to win new business.”

Mark Rowland
Global Technology Director
CSC

Business challenge

CSC is the world’s largest independent IT services company. Its Managed Services Sector, one of three lines of business, delivers managed IT services worldwide to blue chip clients including BAE Systems, Bombardier Transportation, and Zurich Financial Services. To serve its customers it has a complex virtual contact centre comprising around 3,500 advisors – based at centres in Europe, Asia, and the Americas – offering multi-lingual support around the clock.

CSC decided to open a new contact centre in Prague and consolidate some of its US operations to a green field site in Dallas. Mark Rowland, Global Technology Director at CSC, notes: “It was a great opportunity to implement the latest IP-based technology and create showcase facilities with a high-impact visual design element.”



A key part of this was the use of display screens. Mark Rowland continues: “Display screens play a vital role in customer service delivery. We operate under self-management principles so our advisors need to be able to see performance data at a glance, such as the number of callers waiting. We also wanted a way to broadcast important messages to advisors in real time.”

Value proposition

CSC carried out an extensive survey of available products before selecting a digital signage solution from Symon

Dacon – the UK subsidiary of US-based Symon Communications Incorporated. Mark Rowland explains: “The Symon Visual Communications Solution was out in front of the field. It was very flexible, would integrate with our Avaya CMS application, and would do everything that we wanted. It was also far less demanding than other products we looked at in terms of the footprint it needed in our data centres.”

The solution is built on the Symon Enterprise Software application, with Symon Digital Appliances (SDAs) interfacing with 42-inch high definition LCD screens. The Symon Design Studio application allows CSC centre administrators to schedule and tailor content delivery as required. CSC also opted for Symon Creative Content Services to assist with screen design and layout. Professional services including systems integration, commissioning, and ongoing support, complete the solution.

The implementation at Prague comprised 20 screens in the contact centre plus a nine-screen video wall. At Dallas there are forty screens, 16 of which form the video wall that serves the CSC Enterprise Service Management Centre. Individual screens have been strategically sited around the contact centres so that advisors always have one within easy view.

The environment made an immediate impact. Mark Rowland comments: “The new contact centres are very impressive and, with the digital signage, there has been a noticeable performance improvement. We decided to roll out Symon technology worldwide.”

The next challenge was deployment of the solution when CSC refurbished its contact centre in Kuala Lumpur, and enhanced another in Montreal. Centres in Chesterfield in the UK, and Tianjin in China, followed. In all over 150 screens have been deployed and each time the turnkey installations went smoothly – executed efficiently and with high-quality by Symon and its local agents.

Business results

The Symon Visual Communications Solution has helped CSC further improve the performance of its global contact centres. Mark Rowland observes: “Using the video walls we can now more easily monitor the performance of multiple centres from any centre, helping us make best use of our global resources. The Symon technology also allows us to broadcast ticker tape messages to selected agent screens in real time, which has been brilliant in communicating important data, such as information on a major incident.”

Symon has also been very active in helping CSC to create high-impact

screen designs. “We regularly challenge Symon when we want to do something different,” says Mark Rowland. “They are always very receptive, responsive, and professional – and invariably come up with an innovative solution.” An example is a development for CSC that allows greater flexibility in displaying a single image or any number of different images across the screens that make up the video walls.

Being better informed helps CSC’s advisors to feel more engaged and empowered. This promotes customer service improvement, helps enhance job satisfaction, and aids staff retention. Aside from the hard business benefits there are softer benefits such as using the tickertape medium to communicate social events and convey personal messages, such as birthday wishes, as a further aid to staff motivation and well being.

Mark Rowland sums up: “Speed of answer is up by around 15 per cent in the new centres and the Symon technology has made a major contribution to that. The centres now look state-of-the-art

and this has really helped us to win new business.” CSC is continuing with its refurbishment and consolidation programme and is committed to the continued deployment of Symon display screen technology.



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About the Symon Dacon solution

The Symon Visual Communication Solution is powered by Symon’s state-of-the-art content management system that is used for collecting, designing, scheduling and delivering digital content such as video, graphics, photos, text, real-time data, and KPIs, to a broad array of visual solution end-points. These end points can include digital signage, LED wallboards, way-finders, information kiosks, video walls, or mobile devices for the purpose of informing and modifying viewer behaviour.

The content management system is comprised of four major components:

- **Symon Design Studio** – Software for designing the look, feel, function and timing of how content will appear and be used on electronic displays
- **Symon Enterprise Software (SES)** – A software engine for managing the collection and delivery of content between all content management system components
- **Symon Media Players** – Hardware and/or software such as SDAs that function as the intelligent interface between the SES content engine and the electronic display end points
- **Symon Electronic Displays** – LCD, LED, or plasma monitors, mounted individually or as multi-screen video walls, LED wallboards, LED marquees and/or mobile devices, used for displaying the content delivered by way of Symon’s media player hardware and software.

To ensure longest lasting impact and retention of information, there is an art as well as a science involved in effective message communication. **Creative Content Services** help customers get the most from the Symon Visual Communication Solution. The creative design team at Symon comprises professional in-house designers to help create vibrant graphics and eye-catching layouts incorporating daily updates of topical information that really get the message across.

For more information:



please visit www.symondacon.com or call +44 (0) 844 406 8900