

## Case Study

# bits

## Deployment of Grandstream Call Center Solution

### Company Overview

BRAC IT Services Limited, bits in short, is a proud member of the eminent BRAC family and is one of the leading IT solution & service providers in Bangladesh. In 2013 BRAC Bank Limited took over 51% of the company and merged it with its IT Division renaming it as BRAC IT Services Limited. On October, 2017, BRAC has taken over the majority shares of BRAC IT Services Limited and the company has become one of the BRAC's subsidiaries.

### Previous Scenario

BRAC IT Services are responsible for most of the IT services of BRAC Bank Limited. The ERP system and CRM system is maintained by BRAC IT Services Limited. BRAC IT Services limited were using conventional communication process such as analog telephony system and GSM based communication to maintain internal communication for BRAC Bank's IT Service & Support. Unfortunately, the platform was not convenient for to maintain huge number of support calls from BRAC Bank. As a result there were lots of support issues. The support stuffs were also dissatisfied due to the imbalance of support calls among them. During the BASIS Soft Expo Fair in Bangladesh, The CTO of BRAC IT Services limited visited to the Stall of Excel Technologies Limited (Tire one distributor of Grandstream in Bangladesh) & know about the call center solution of Grandstream UCM and become interested about IT and asked for the solution.

## Requirements

BRAC IT Services Limited requires a call center solution as well as central PBX system based on the same platform.

- They require the solution for 20 agents who can operate the call center using hard phones, Desktop App as well as Mobile App.
- They wanted to use 3-layer IVR for the call center and a sound call distribution system among the agents. They asked for call queue for inbound calls thus no callers get the line busy. They require to store all call records and CDR in the system.
- They also asked call forward to external numbers if no agents are available.
- They tend to use a Registered trunk for call center incoming & outgoing calls and 4 PSTN number for incoming & outgoing calls of other users of the PBX system.

## Offered Solution

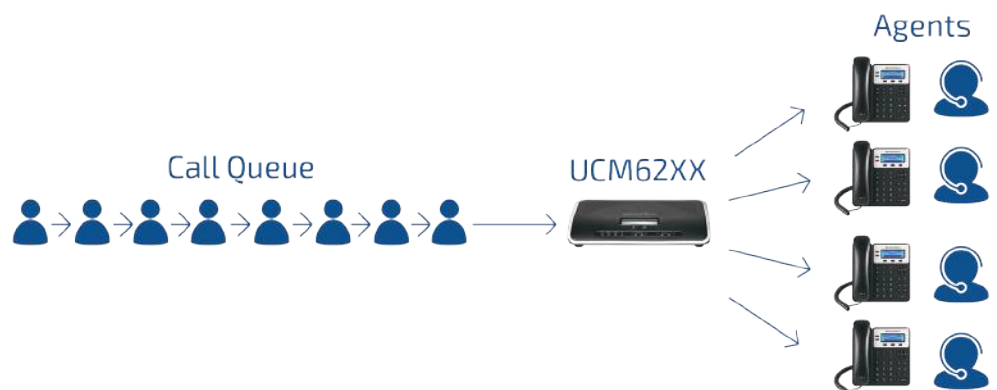
We offer BRAC IT Services Limited with UCM6208 combinedly for the call center and central PBX system.

For call center agents we offer GXP2140. For General user of the PBX system we offer GXP1615 & for reception we offer GXP2170 with EXT2200 extension module. Few WP820 was provided for the management users.

AS we provide GXP2140 to the call center agents we integrate GS Affinity to their Desktop. Using this CTI app, the call center agents can use their phones without touching it.

GS Wave is provided as soft phone app to all the users of BRAC IT Services Limited for remote communication. We also provided Web RTC base GS Wave to all the users as some users can't use GS affinity as they are using GXP1615 phones.

As Grandstream supports 5 layers IVR we are allowed to fulfill the requirement of 3-layer IVR they required. By configuring call queue and least call distribution method we ensure a prompt incoming call distribution system. We provided a portable USB hard disk to store all the call records and CDR.



Enormous option of Grandstream UCM also include the call forwarding to external number feature which helps us to meet the requirements of call forwarding to external number of BRAC IT Services Limited.

As we know UCM6208 have 8 FXO ports for PSTN line integration and supports 50 trunks thus we are allowed easily to meet the requirements of BRAC IT Services to integrate both Registered trunk as well as 4 PSTN lines.

## Outcome

- The call center solution of Grandstream allows biTs to provide a prompt call center support to BRAC Bank.
- Lots of option of call distribution mitigate the call center agents complain regrading previous unequal call distribution.
- All stored call record allows the management to analyze the level of support provided by call center agents.
- Overall communication cost of BRAC IT Services are deducted almost 50% using the Grandstream UCM based PBX and call center solution.
- GS Wave and call forwarding features allows 24/7 support services of the organization throughout the year as they need to support Bank IT system.
- BRAC IT Services have experienced the most effective call center and PBX system with a reasonable cost. Which has improved their productivity and improved the overall communication platform.

### About Excel Technologies Ltd.

Excel Technologies Ltd. Is a leading ICT company in Bangladesh that has established a strong foothold in this competitive market. Since the inception in the year 1999, the company is trying in the most pragmatic manner to provide excellence in products and services to its customers that suits their interest perfectly. With the huge range of products from internationally reputed hardware manufactures the company emphasize on providing customers with prompt, effective and sophisticated products and services that is specially designed for them.



### About Grandstream

Grandstream Networks, Inc. has been connecting the world since 2002 with SIP Unified Communications solutions that allow businesses to be more productive than ever before. Our award-winning solutions serve the small and medium business and enterprises markets and have been recognized throughout the world for their quality, reliability and innovation. Our open standard SIP-based products offer broad interoperability throughout the industry, along with unrivaled features, flexibility and price competitiveness. Grandstream was named the 2016 Global Enterprise IP Endpoints Company of the Year by renowned market research firm, Frost & Sullivan.

