



Tower Travel Management

“There was not another system available to a company of our size that included the features we desired for the price that we paid, and we had worked with Avaya and were very comfortable with their level of support and expertise.”

- Michael Foster, IT Project Manager

Tower Travel Management is one of the largest independent, full-service travel agencies specializing in corporate travel in the U.S. Since its founding in 1979, the company has built a solid reputation on its ability to deliver what it says it can: making business travel easier and as economical as possible.

Tower relies heavily on technology to deliver services such as online booking and reporting, quality control, ticketing, contact center management and wide-area networking, which offer its customers efficiencies and unlimited access to information needed to make travel arrangements and travel budget decisions. For more information, visit www.towertravel.com.

Challenge

Tower Travel Management operated two main contact centers: one in its

Oakbrook, Illinois headquarters and another in the metropolitan Chicago area. The centers operated independently, each handling incoming calls from customers via its own Avaya MERLIN Legend® system, but sharing a voice mail system through use of a tie-line. Six remote agents also connected to the system using leased 56K lines and a hub-and-spoke router.

As Tower grew, it began to serve customers outside of the immediate area, and it also sought to pursue corporate customers in new cities. In order to provide the highest quality service and support to these accounts, the company felt it important to expand its customer service operations to include additional agents in new areas. So Tower added remote agents in other parts of Chicago, as well as in Texas and Tennessee. All were operating as separate contact centers – with separate queues and different call volumes at different times –

when using the MERLIN Legend system. Remote agents were also using ineffective and costly methods, such as leased access lines, to connect to Tower's networks.

Tower Travel recognized that it could provide improved customer service and lower the company's costs if it could unify the many locations from which agents worked and provide a single call queue that would handle customers' call more effectively. It realized that a system that used VoIP technology would be able to connect remote agents to the system in a cost-effective way.

Tower Travel began a search, looking for a communications system that could unify the contact centers into a single contact center operation and let remote workers connect in a more cost effective manner.

Solution

Tower researched convergence technology for approximately eighteen months, and viewed potential solutions from three vendors during that time. It found the Avaya IP Office Solution coupled with additional Avaya components to best suit its needs, as it offered many useful features, including those needed to efficiently manage a contact center, all in the standard offering of the product. The cost benefit was also a big deciding factor.

Tower chose an Avaya IP Office IP406 as its main system. Implemented in the Oakbrook headquarters, the system handles all calls for Tower's contact center. An IP403 was also installed in the Chicago call center. Using this system as a router was a more

cost-effective method to link the Oakbrook and Chicago centers together, while offering callers a much higher quality of service than they received when the previous routers were used. The IP406, was programmed with enhanced applications, such as the Compact Contact Center and VoiceMail Pro, which offered the best possible environment in which agents could operate.

The Avaya IP Office has provided everything that Tower Travel Management needs today, along with significant growth potential for the future.

Results

- **Improved customer service** by consolidating contact center agents into a single group thereby optimizing the use of all available agents, including remote workers, to answer customer calls in an efficient manner.
- **Increased business opportunities** by easily allowing the addition of remote workers or agents to the Avaya IP Office.
- **Reduced costs** by enabling remote contact center agents to dial in to the Avaya IP Office via a simple DSL connection, rather than with a more expensive T1 line.

Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit "**Do Your Research**" at www.avaya.com.

APPLICATIONS AND SERVICES

- Avaya IP Office IP406
- Avaya IP Office IP403
- Avaya Compact Contact Center
- Avaya VoiceMail Pro (messaging application)

“**This technology opens up huge revenue possibilities for us. With just one agent, we can open up a branch office anywhere in order to attract new business.**”

- Michael Foster,
IT Project Manager