

Leading Italian Tourism Company, Alpitour Group, Selects Mitel IP Solution to Deliver Outstanding Customer Service

CUSTOMER NEEDS

- Increase mobility and flexibility of work force
- Retain existing infrastructure and protect investment
- Seamless migration from TDM to IP
- Contact Center Solution integrated with own CRM system

SOLUTION COMPONENTS

- Mitel SX-2000®
- Mitel 3300 IP Communications Platform (ICP)
- Mitel Customer Interaction Solutions
- Mitel Enterprise Manager
- Mitel Teleworker Solution
- Mitel IP phones

RESULTS

- Improved customer service through better call management and distributed agents
- New methods of flexible working – agents able to work from any site or from home
- Add on further applications to improve business processes and customer service as required



The Alpitour Group is at the forefront of tourism in Italy offering “all-inclusive” package tours and a wide range of holidays in the Mediterranean and throughout the world with annual sales approaching 1.1 billion.

In order to maintain its leadership position in the market the Alpitour Group knew they needed to upgrade the business’s communications system to IP which would enable them to set up a new multi-media contact center to deliver excellent customer service.

The Alpitour Group selected a Mitel® Networked Business Solution consisting of a Mitel 3300 IP Communications Platform (ICP), Mitel Enterprise Manager and Mitel Customer Interaction Solutions. The business has a total of eight systems in six sites across Italy with the plan to migrate all sites to IP. At present the IP solution is being rolled-out to part of the sites where they can migrate at the business’s own pace and still retain the existing infrastructure and investment. All the ICP sites are networked with IP trunking, in a clustered environment controlled by Enterprise Manager.

“The new project will allow us to optimize network management and implementation costs, with no need to replace our installed technologies,” said Mr Lingua, IT Operation of Alpitour.



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Customer Experience

→ Alpitour Group

ABOUT ALIPTOUR

Alpitour Group is Italy's leading tourism company offering "all-inclusive" package tours and a wide range of holidays in the Mediterranean and throughout the world.

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– Mr Lingua
IT Operation of Alpitour

With six sites across Italy and no physical central contact center, the Alpitour Group needed to create a distributed contact center for all of the travel agencies to provide a reservation service that could be networked together so that everyone could access the system. If one agent is busy then the customer's call is routed to another agent to make the booking. The objective is to improve customer service through better call management and response times.

The Mitel Customer Interaction Solutions' management and reporting capabilities present managers with the ability to monitor and evaluate agent performance to assist with strategic planning in the Contact Center, e.g., highlighting busy and quiet periods.

"Thanks to the quality and reliability of Mitel solutions, we are able to migrate all ACD groups belonging to the reservation area from TDM to IP and create distributed agent groups. This has been possible thanks to the smooth migration from TDM to IP solutions offered by Mitel, allowing a convergence of communications tools and saving our existing investment," said Mr Lingua.

The Alpitour Group's IP solution will grow with the business, and applications can be added as required. Agents are able to work from home using the Mitel Teleworking Solution and still retain the same functionality that they have in the office. This will provide the Alpitour Group with the option of extending its hours of business, which in turn will increase customer satisfaction.

"Agents will soon be able to work from one of the sites or remotely with their Teleworker Solution; with the same features and benefits they have in the office," said Mr Lingua. "Flexibility and mobility are key requests in our industry, both from customers and employees, and thanks to the Mitel solutions we are now able to satisfy."

The next addition to the Mitel Networked Business Solutions will be the integration of Alpitour's own CRM system to offer a more personalized service. Video conferencing will also be a future add-on and will result in a true converged multi-media experience, providing a unique service for the customer.

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