

SIP Trunking at China Merchants Bank(Zhejiang Branch) with VOS and Synway

Synway
Case Study

Executive Summary:

China Merchants Bank (Zhejiang Branch) leases dialing system from Jinglun Hi-tech. Jinglun hi-tech is a leading provider of business process and information technology. As Jinglun grew they faced many challenges, including how best to expand to new locations and provide cost effective communications services to these new locations and its clients including Merchant Bank of China (Zhejiang Branch). To solve these challenges, JINGLUN selected VOS SIP Trunking and the Synway SMG 3000 Media Gateway to enable highly reliable and cost effective communications services. By adopting SIP Trunking with VOS and Synway, JINGLUN was able to reduce operating costs and expand their business to a number of new locations and strategically important clients.



Background:

Jinglun hi-tech is a leading provider of business process and information technology which offers comprehensive outsourcing services to its clients. JINGLUN specializes in contact center and BPO services, software development, quality assurance testing, and infrastructure outsourcing.

Founded in 1998, JINGLUN operates from 38 locations worldwide including their headquarters in Shenzhen and operations centers in China and the India. JINGLUN currently employs approximately 2,000 people around the world.

As JINGLUN grew they faced many challenges, including how expand to new locations and provide cost effective communications to these new locations. To solve these challenges, JINGLUN selected VOS SIP Trunking and the Synway SMG 3000 to enable highly reliable and cost effective communications. By adopting SIP Trunking with VOS and Synway, JINGLUN was reduce operating costs and expand their business to a number of new and strategically important clients.

Challenges:

With the incredible growth of their outsourced contact center business during 2009, JINGLUN recognized an opportunity to expand their operations into new facilities in Beijing, Shanghai. These new facilities would provide access to a skilled and cost-effective pool of agents that could serve a number of new clients. With the continued growth in their business, JINGLUN expected to employ another 1,000 agents within the next 18 months, and then open a second facility in Shanghai. One specific new client utilized a blended campaign (both inbound and outbound calling) and had significant seasonable variability in anticipated call volume, challenging both workforce management and the telecommunications infrastructure. In preparation for opening the new locations and supporting the new clients, a number of legacy TDM telecommunications service providers were explored, but their approach suffered from a number of issues:

1. Expensive dedicated T/E lines were required to interconnect the new facilities to the Shenzhen based datacenter
2. A lack of market-competitive rates for both inbound and outbound calling charges

The combination of these issues drove costs up dramatically –enough so to leave JINGLUN unable to effectively compete in a fast-paced market.

In addition to the cost issues, JINGLUN also needed to support their existing TDM-based predictive dialer that supports their Shenzhen location and a new Cisco predictive dialer for their Shanghai location. Predictive dialers are a key part of their contact center, using their client's customer database to automatically call end-customers and quickly connect them to an available agent. The predictive dialers work with the JINGLUN agents to proactively notify consumers of billing issues and upgrade offers. This activity drives a significant number of upgrades and additional revenue for the client, not to mention customer satisfaction and retention.

Solution:

To address these challenges, JINGLUN selected SIP Trunking services from VOS that offered high quality communications at extremely competitive calling rates delivered through the Cloud. JINGLUN was able to further reduce their communications expenses as VOS proactively analyzed their usage and made recommendations on how they could decrease their expenses while maintaining call quality. VOS is able to accomplish this using their on-demand platform which includes the automatic directory providing call routing intelligence for least cost. With VOS's SIP Trunking, JINGLUN was able to:

- Dynamically scale capacity up or down to meet seasonal adjustments in call volumes
- Rapidly get new facilities connected to VOS SIP Trunking over the cloud without the delays and expense involved in ordering new lines from the major service providers
- Handle the significant capacity, call completion and quality demands of a dynamic contact center
- Reduce their telecommunications expense and drive greater value to compete effectively yet have the flexibility for future growth

Integrating the VOS SIP Trunking to the Cisco predictive dialer with its TDM PRI signaling physical interface required a highly-reliable, scalable media gateway with one or more DS3 interfaces. Based on past positive experience, VOS selected the Synway SMG 3000 Media Gateway as part of their solution for this application.

The SMG 3000 Media Gateway is scalable, offering for a total of 1992 ports in a compact and space-saving 1U 19" chassis. With optional High-Availability, the SMG 3000 supports complete redundant DSP resources in the case of a failure. A unique added benefit of selecting the Synway SMG 3000 is the capability to add transcoding capabilities via upgrade, providing JINGLUN with a platform that can accommodate future SIP-based predictive dialer or call center solutions from a variety of other manufacturers.

Results:

The VOS/Synway solution at JINGLUN is currently in production and continues to perform above expectations, handling thousands of calls a day for a range of JINGLUN's clients.

By choosing VOS and Synway, Jinglun hi-tech was able to:

- Leverage the existing Cisco predictive dialer and avoid costly upgrades
- Expand to new facilities and locations and not be limited by the cost
- Achieve their goal of geographic diversity
- Control the costs of their inbound and outbound calling traffic
- Deliver highly reliable communications for their clients
- Deliver high quality services to their clients

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As a major manufacturer and supplier of communication products and solutions, Synway specializes in providing superior Multimedia Gateway, Integrated Multimedia Switch, Telephony Hardware in use for Telecom communications. Since 1995, over 3,000 service providers, software developers and system integrators have deployed Synway's offerings to deliver a broad range of TDM and VoIP-based applications worldwide, including Unified Communications, SIP Trunking, Call Center, Mobile VAS, Faxing, Conferencing, Call Recording as well as Asterisk-based Open Source Applications. With dedicated teammates and well-known premium services, Synway makes consistent efforts to deliver partners with a variety of customizable, high-performance and cost effective voice communications products.

Synway Information Engineering Co., Ltd. (Headquarter)

Synway R&D Building, No.3756, Rd. Nanhuan.

Binjiang District, Hangzhou, P.R.China 310053

Tel: (86) 571 88860561

Fax: (86) 571 88850923

Email: info@synway.net

Technical Support

Tel: (86) 571 86692545

Tel: (86) 571 88864579

Mobile: (86) 18905817070 (24*7)

Email: techsupport@synway.net