

# CCMENA Develops Advanced Integrated IVR, CRM, and Contact Center for International Mobile Satellite Service Provider Thuraya

Dialogic® Products Help Streamline Customer Care Operations

## CASE SUMMARY

### Challenge

Thuraya, a company that offers satellite-based mobile telephone services to nearly two-thirds of the globe, did not have a modern Interactive Voice Response (IVR) system in place, and customers had to deal with a manual system to reach their contact center. As a result, Thuraya was not able to track and record customer calls and complaints, or provide its customers with the high level of service that the company desired.

### Solution

Thuraya turned to CCMENA to design an efficient IVR solution that would allow the company to manage its contact center operations more effectively. The solution that CCMENA implemented includes an IVR system created with Dialogic® products to provide customers with automated access to product, service, roaming, and pricing information. The new IVR also enables customer calls that come in on Thuraya's SS7 network to be transferred to the company's VoIP-based contact center using SIP when necessary.



### Challenge

Through partnerships with leading national telecom and mobile communications companies, Thuraya provides cost-effective, satellite-based mobile telephone services to more than 140 countries in Europe; North, Central, and large parts of Southern Africa; the Middle East; Central and South Asia; as well as the Asia-Pacific region, collectively covering close to two-thirds of the globe.

Thuraya was operating without a modern IVR system in place and its customers were calling into a manual system. As a result, the company was unable to track and record customer calls and complaints. Additionally, due to the manual system, there was no integration between incoming customer calls and the back end of the network such as billing, Home Location Registry (HLR), etc.

### Solution

To modernize the company's customer care operations, Thuraya needed an IVR solution that would more efficiently service customer requests, and would also be capable of answering calls from its SS7 network and converting them to SIP to be handled in the company's VoIP-based contact center. The new system also needed to integrate with Terrasoft CRM software, as well as Thuraya's billing, HLR, and mobile switching center systems.

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Thuraya turned to Converged Communications MENA (CCMENA) to develop a solution that would enable the company to manage its contact center operations more effectively. CCMENA acted as the system integrator, as well as the hardware and software supplier. CCMENA utilized its professional services team to run the entire project, including consultancy, system design, implementation, testing, project management, and support.

CCMENA implemented an IVR solution to handle the front end of Thuraya's contact center operations. The system was built on Envoy 7 for Windows® 2003, using Dialogic® DSI SPC14 Network Interface Boards to allow easy transport of SS7 signaling to SIP for the Dialogic® DM/IP601-2E1-PCI-100BT IP Boards, which enable a media gateway and IP messaging for the new IVR system.

The IVR solution also handles the routing of customer calls that require additional service to Thuraya's live customer service agents. Now, when a call comes into Thuraya's SS7 network, it can be transferred using SIP to an agent at the contact center, which is built on Vertical's TeleVantage IP Telephony System, using Dialogic® Host Media Processing (HMP) Software. Dialogic HMP Software provides media services for building flexible, scalable, and cost-effective next-generation IP media servers for contact center applications and a wide variety of other solutions.

"For this solution, the ease of use that Dialogic® products offer was tremendously important. Since all Dialogic products are based on open architecture, they easily integrate with other Dialogic products and those from other vendors," said Mohamed Elshal, Business Development Manager at CCMENA. "The easy compatibility of the Dialogic products was a key factor in our choosing to use them."

## Results

CCMENA designed an advanced IVR solution for Thuraya, allowing the company to more effectively service and track calls received from customers. The new solution provides a very efficient and friendly interactive front-end solution to fulfill customer requirements and provide many instant resolutions for customer care issues faced during the utilization of Thuraya services. It provides automated access to product, service, roaming, and pricing information. Existing customers can activate or deactivate services, make changes to their plans, and manage pre-paid and post-paid accounts.

As a result of the new IVR system, Thuraya now has a state-of-the-art and fully integrated contact center operation. By knowing exactly what is happening on its network, the company is now in a better position to serve its customers and service providers, which has increased customer satisfaction.

"We have been using Dialogic products for nearly a decade, because Dialogic technology provides a perfect fit for the solutions that we build," continued Mohamed Elshal. "We have the option to use products from other vendors, but as a result of Dialogic's technological innovation, we have continually found that Dialogic is the right choice all the way. Dialogic also provides us with significant time-to-market advantages because we know exactly what we are dealing with, and the expansion capabilities of the products are extremely beneficial as well."

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## About Thuraya

Thuraya provides cost-effective mobile satellite services in more than 140 countries in Asia, Africa, Europe, and the Middle East. Services provided by Thuraya include mobile voice that supports dual GSM and satellite mode, broadband, maritime, rural telephony, fleet management, and other advanced applications, which enable people and businesses everywhere under its coverage to enjoy constant access to communications and information. Thuraya enhances sectors such as oil and gas, mining, agriculture, NGOs, and maritime services through its cutting-edge technology.

Founded in 1997 by a consortium of leading national telecommunications operators and reputed investment firms from the region, Thuraya launched its third satellite in January 2008, which has brought countries in the Asia-Pacific region under its footprint and extended its coverage to nearly two-thirds of the globe's population.

For more information, visit <http://www.thuraya.com>.

## About CCMENA

Converged Communications MENA, also known as CCMENA, is a leading supplier of hardware and software building blocks and services in the Middle East and North Africa that allow value-added resellers, system integrators, telecom equipment manufacturers, and application developers to build innovative communications solutions for enterprises, service providers, and telcos.

For more information, visit <http://www.ccmena.com>.

## About Dialogic Corporation

Dialogic Corporation is a leading provider of world-class technologies based on open standards that enable innovative mobile, video, IP, and TDM solutions for Network Service Providers and Enterprise Communication Networks. Dialogic's customers and partners rely on its leading-edge, flexible components to rapidly deploy value-added solutions around the world.

For more Information, visit [www.dialogic.com](http://www.dialogic.com).

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Information about Thuraya and CCMENA has been provided by Thuraya and CCMENA for this case study.