

# Contra Costa County Base ACD Solution

## challenge

Enhance call center functionality while leveraging existing infrastructure

## solution

Enhanced application platforms with Messaging, IVR, Automatic Call Distribution

## value created

High-end call routing solutions, high reliability, immediate return on investment

Contra Costa County, CA – The County of Contra Costa, California (the "County") was incorporated in 1850 as one of the original 27 counties of the State of California (the "State"), with the City of Martinez as the County Seat. It is one of the nine counties in the San Francisco-Oakland Bay Area. The County is the ninth most populous county in California, with its population reaching approximately 1,051,677 as of January 1, 2008.

**Background:** Contra Costa County requested a solution to enhance call center agent functionality and reduce administrative and employee costs for routine information handling over the phone. Having made a substantial investment in existing infrastructure, the County wished to leverage the equipment currently installed and supplement its functionality with the addition of enhanced application platforms specifically focused around Messaging, Interactive Voice Response (IVR), and Automatic Call Distribution.

## A Best of Both Worlds Solution

Unified TelData, Inc. (UTDi), in cooperation with Avaya, deployed a duplicated Media Server complex to serve as the point of entry for all calls pointing to the County's telecommunications network that require call center agent handling, call recording, Multi-Media messaging, or IVR support. This solution brought to bear the best of both worlds approach by delivering the latest in high end call routing solutions from the leader in the world-wide call center arena, whilst using the existing terminal devices currently installed at the agents desktop. This solution offered the highest level of reliability available in the market today (99.999%) and positions the County for an immediate return on investment as well as an overall potential to lower the total cost of ownership in the telecommunications department.

Key applications such as IVR helped to off-set the requirement for high staffing levels currently handling repetitive inquiry type requests from callers that can be handled by a simple database lookup or pre-defined response based on a menu of choices offered to callers. While some of the most advanced call routing capabilities were being employed in this design, the overall result affected greater agent productivity, manageable report effectiveness in agent efficiency and staffing levels, reporting of call activity, unified messaging for single message access regardless of media type (voice or data), and conference calling requirements at a fixed budgeted cost without incurring increasing service provider fees for service.

## Maximum feature functionality and investment protection

While providing a comprehensive solution that meets all of the County's primary objectives, this solution is actually quite simple in its design and offered a unique solution that only UTDI with its partners can deliver. The overall key to this proven concept is defined by the dual-connect capability of the IP Agent software application for call routing. With this capability, agents familiar with their current phones will continue

to use those devices to conduct calls on, while achieving maximum feature access and functionality through the use of the IP Agent softphone on their PC. Agents will easily be able to see when messages have been left, calls are in queue, and agents and service levels are being met.

By deploying this design, the County affords the ability to get the maximum retention of current investments without any requirement to either replace or upgrade network infrastructure to support this deployment. This can be perceived as a turn-key solution

where typology and operational policies are left virtually the same, minimizing overall end user disruption and training requirements. Additionally, this solution opened the door for a seamless and cost effective migration strategy for future technology requirements throughout the enterprise network. Today the key departments can easily be served, and the entire county can eventually be maintained by the same core solution by simply expanding the licensed capacity of the system and applying any appropriate endpoints where required over time.

## Scope of Work included:

S8710 Duplicated Servers for High Reliability Configuration  
 2 x G650 Media Gateways with duplicated power supplies  
 Duplicated common control and network cards  
 2 x Avaya 363C Network switches  
 3 PRI T1 with CSU's for PSTN traffic  
 3 E1/T1 Tie Trunks with CSU's  
 2 Line side T1's for Modular Messaging and IVR connectivity  
 1 Additional T1 for future growth (line side or PSTN)  
 24 Port Analog Station card (5 modem ports to applications for remote maintenance)  
 IP Media Resource circuit packs  
 100 Station RTU (needed for line side integration and agents - Increments of 1)

40 Agent RTU for Elite Call Center Application (Increments of 10)  
 35 IP Agents RTU (Increments of 1)  
 Announcement board with 1 hour of announcement recording

40 Agent Call Management Recording Application on Sun Blade Server (Increments of 10)  
 Mirrored Hard Drives  
 15 Supervisor Licenses (Increments of 1)  
 Historical Call Reporting for Workforce Management information feed

14 Port IR Server on Sun 240 Platform (Increments of 1)  
 Mirrored Hard Drives  
 Dual T1 Board  
 Oracle database software license  
 T1 Integration to expand to 48 ports with RTU activation only  
 Tax Collector and Elections applications on separate scope of work

24 Port Modular Messaging  
 Mirrored Hard Drives  
 20 RTU (Increments of 1)  
 Exchange Integration

2 Chatsworth 4 Post Cabinets including PDU's  
 Keyboard and Shelf  
 Seismic bracing / ladder racks  
 KVM and 15" LCD Flat Screen  
 Dell Server for TFTP and Administration

Installation / Project Management / End User Training / Admin Training