

SCPP computerises its call centre

Corebridge chosen to improve customer relationships



Background

Chosen and appointed by the French music industry's major international labels (Universal, Sony, Warner Bros, etc) and by numerous independent producers, the Société Civile des Producteurs Phonographiques (SCPP) collects musical rights royalties and dispatches them to its members. SCPP administrates a playlist of over 1,500,000 recorded tracks and over 20,000 music videos.

1985

company founded

35

people

600

producers

The context

SCPP collects and dispatches royalties from broadcasters of audio and video music on behalf of its members.

SCPP wanted to broaden its client base by contacting all French companies directly.

To meet this challenge, it had developed its own management application and created an internal call centre, yet it still wanted to find a solution that bridged the gap between its voice systems and its computer databases.

SCPP's objective was to capture all incoming call information in order that its call centre operatives could exploit its use.

The requirements

SCPP required Corebridge:

- > to work well with its existing application, which was developed using Oracle power builder interfaced with Lotus Notes;
- > to process all collected data from any communication channel: i.e. telephone, e-mail, fax or voicemail;

- > to interface with the existing PBX; and
- > to establish itself quickly and easily in the working environment alongside the existing internal application.

Why SCPP chose Corebridge?

- > **Flexibility**
The Corebridge application suite could integrate seamlessly with the application developed by SCPP. Only a few adjustments were required to adapt Corebridge to all of the existing system's configuration cases. Moreover, it has integrated perfectly with the users' working environment.
- > **Power**
SCPP manages over 75,000 contacts from databases scattered throughout the company's network. Corebridge's meta-directory enables unification of all data and makes it accessible to all the staff in a straightforward, reliable and secure way.
- > **Long term investment**
When SCPP chooses to upgrade its call centre, the Corebridge application suite will simply expand along with this new project.

“Three years ago SCPP decided to broaden the scope of its collecting activity, which was then limited to radio, television and public places, to include any company using an Interactive Voice Server”

explains Dov Slama, SCPP's Chief Information Officer

Aiming to deliver a quality service, SCPP has opted for internal call management. Yet managing so many accounts, references, and personal data remains a challenge. How could they achieve this? After significant research, it was decided that traditional customer relationship management tools were too expensive and not adapted for SCPP. Therefore, they chose to develop their own home-made application.

It was Corebridge's task then to consolidate all information collected by telephone in real time and integrate this with the database information, which consisted of call histories, information requests, spreadsheets of paid royalties sent by fax and so on. Corebridge's meta-directory service was able to gather everything centrally to ensure the optimum efficiency of SCPP's call centre-agents and to present an overall view of SCPP's client information.

In a short time the choice of the Corebridge application suite seemed obvious due to its flexibility and performance.

Given all of SCPP's system requirements and its site-specific developments, Corebridge operates flawlessly.

Corebridge simplicity

For SCPP, telephony is an essential communication gateway. The company is equipped with an advanced Interactive Voice Server (IVS), which enables delivery of a certain level of general and personalised data. Therefore the chosen application had to be able not only to bridge the gap between computer and telephony systems, but also to manage any type of media - voicemail, fax or e-mail. Corebridge identifies all kinds of contacts and enhances them with the data collected from the company's database. It also supports unusual as well as general data.

From the user's point of view, Corebridge provided a convenience, flexibility and simplicity that no other solution was offering. Because Corebridge integrates with Lotus Notes, the same platform upon which SCPP's own application was developed, SCPP's call centre agents have required no further specific training in using Corebridge. Hence over 75,000 contacts are referenced, identified and classified by Corebridge. The system is far from being overburdened since it can support up to 1,000,000 entries.

Flexibility, power and performance: the winning trio

It took less than two weeks to test and deploy the Corebridge application suite at SCPP's call centre. Additionally Corebridge has been integrated into the company's intranet. From the standard desktop environment, SCPP staff can reach the global directory generated by Corebridge. Installed since summer 2001, Corebridge thoroughly fulfils its assignment by unifying all of the company's telephone information sources with database information stored in a tailored application that is specific to that site and necessary for the efficient operation of the organisation.

Furthermore, Corebridge has evolutionary potential. If tomorrow SCPP decided to increase its client base and create a contact centre on the Internet, no other application would be required to make it work. Corebridge can be adapted to suit this new project.

“In an impressively short installation time, Corebridge placed a constantly updated, easily accessible, unified contact database at our disposal.... Corebridge has simplified our daily working lives since it enables us to display clients' account details with their updated logs in real-time”

“We have been moving to data collection management. Hence our need for an ultra-efficient telephony platform to answer our clients' questions regarding their user rights”