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Solutions of Financial Calling Center of TGNT

TONG GUANG NORTEL is first foreign invested enterprise that enters domestic calling center market, during the progress of continuously introducing advanced techniques and products of foreign countries into China, TONG GUANG NORTEL has been holding leading position. In these years, TONG GUANG NORTEL has been doing concerted effort to cooperate with our partners in calling center market, trying to exploit market, presenting new techniques and solutions, providing products and solutions for telecom, finance, aviation, tourism, commerce/retail, TV, telephone shopping as well as on-line sales, etc., and made contributions to the blooming development of domestic calling center market.

Aiming at the characteristics of financial industry, such as stability and confidentiality of data, professional service, and convenience, etc., the integrated network calling center solutions and products provided by TONG GUANG NORTEL absolutely suit for the need of market. Users can enjoy global leading calling center technique and products of Nortel's network adopted; observe control and operation process of Nortel's network in production and management and material procurement, to ensure high reliability of product quality; with market share ranked No. 1 globally, Nortel's Meridian 1 is used as voice exchanger accessed at front-end of calling center for its maturity, high stability, scalability and unremittance, etc. can satisfy the requirement of calling center; that has network interface complying with industrial standard and computer application integration, implementing open, flexible and scalable various customization applications; the powerful functions and applicable components of Nortel's calling center facilitate users to customize their own calling center. At the same time, the integration between our calling center and Internet realizes on-line interactive and provides more on-line services, and provide customers with quick, high effective and quality financial services which will thus better serve customers.

TONG GUANG NORTEL is well-known for its professional project management, engineering construction, customization and long-term service. TONG GUANG NORTEL won good appraisal from customers for its rich experience, excellent service and quality product. Currently, TONG GUANG NORTEL has participated in the construction of ICBC's calling center project in Yunnan and Shan'xi, etc.

In Shan'xi's project, as equipment provider, TONG GUANG NORTEL provided Meridian 1 OPT 51C as access equipment, double LINK standby is connected with IVR equipment through 2 sets of interface, and connected with carrier network through 3 sets of PRI, and now 16 manual operator positions have been opened. TONG GUANG NORTEL's Meridian 1 LINK offers CTI interface for exchanger and background application, complies with industrial CSTA standard, and can quickly and effectively integrate with various third parties, thus, ensuring smooth implementation of background service. During the construction of ICBC (Yunnan), TONG GUANG NORTEL provides Meridian 1 OPT 11C as access platform, 2 sets of PRI access, 2 sets of E1 connect with IVR equipment, and 20 manual operator positions. In addition, in this system, TONG GUANG NORTEL's iRemote is adopted to connect with 4 expert positions of province bank, to serve customers.

1. Remote operator position solution

In the project of ICBC (Yunnan), since remote positions are adopted, the experts of province bank may answer questions from calling center in their own offices, so as to maximize the utilization of resources.

As TONG GUANG NORTEL's remote position solution, iRemote may use existing PSTN or data network to realize cost-effective remote expert position. This solution features uniform queue at exchanger end, there is no difference between remote position and local position, supporting various functions in calling center, so provide implementation basis for remote position. Additionally, this solution is fully based on IP, adopts packet exchange to realize voice delivery, and can be easily incorporated into the integration solution of voice, data, and image.

Solutions of Integrated Network Calling Center



2. Some advices of TONG GUANG NORTEL to Industrial and Commercial Bank of China (ICBC)

In the course of establishment of calling center of ICBC, with the involvement of head ICBC, the calling centers in each district are incorporated into uniform track, thus, embodying industrial advantage and technical advantage during plan and construction. Since the scheme that centers provincial capital and set some nodes is adopted, the provincial capital center shall use the access mode of telecommunication level PBX. This can meet various kinds of access approaches such as DTMF, DTI, PRI, SS7 and IP, feature rich functions and at the same time, satisfy the stability and reliability of system.

For local networks, we think that remote operator position is a better solution. Compared with the reconstruction of local calling center, this solution not only reduces investment cost but also maintain function level. Remote operator position can be adjusted and increased as requirement from time to time, which ensures the initial investment and upgrading. More important is, this solution can implement uniform management, allocate resources in each district flexibly, reasonably and intensively, and enable customer to enjoy complete service.

With popularity of INTERNET, Internet surfing will be afforded by more and more people and e-commerce will be widely used. Therefore, the integration of calling center and Internet is development trend today. Customers can access to customer service center through various channels. This kind of multimedia calling center not only features traditional voice incoming and fax but also has functions like e-mail, VOIP, and on-line interactive. The on-line request of customers shall also be incorporated into queue mechanism. In a multimedia calling center, the following characteristics shall be reflected:

1) Voice access



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The application methods of IVR are more plentiful. Technologies such as voice identification and from text to voice have been substantially applied practically. This offers approaches for providing personality service and improve efficiency of calling center.

2) E-mail

Customer can make communication with customer center through e-mail and receive timely reply. Even e-mail can enter the uniform queue.

3) On-line interactive

On-line chat: Customer can talk with servicer through on-line chat.

Navigation service: Servicer guides customer to accomplish certain request.

VoIP: Customer can press certain icon to make on-line chat with on-line servicer.

4) When customer enters the calling center, his historical data will be taken out. Therefore, the consistency and pertinence of service are guaranteed. Develop CRM strategy by combining characteristics of financial service.

The establishment of above channels provides customers multi communication modes, and enables customers to obtain uninterrupted service for 24h, which will be the guidance of development of future customer service.

As calling center provider, with years' experience, TONG GUANG NORTEL combined national situations of China on the basis of introducing advanced technology from Nortel, and developed perfect product system and pertinent solutions. Directed by the market, we will serve customer and depend on product and make contributions to modernization of finance of our country.