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Post (185) Customer Service Center

With the rapid growth of modern communication technology, people are inclined to use telephone and computer for communication in lieu of traditional letters and mails. It is important to improve the service quality for the post to survive. A state-of-the-art customer service center for the post needs to build to address the increasing requirements of customers and improve the competitiveness of the Post with higher service quality while offering new value-added services, i.e. mail order, courier as new revenue generating streams.

185 customer service center project will develop the overall design of customer service system, underlying platform and independent service sub-system, as well as integrate and optimize the existing services of each post office. The Post Call Center combines the existing courier, paper/magazine subscription, complaint receiving and zip code inquiry into a central code 185 to truly realize "Post Service to home with a single call", which also lays a solid foundation for e-Post in the future.

TONG GUANG NORTEL as a leading customer service system provider, provides a complete solution for Post Customer Service Center, which features the following:

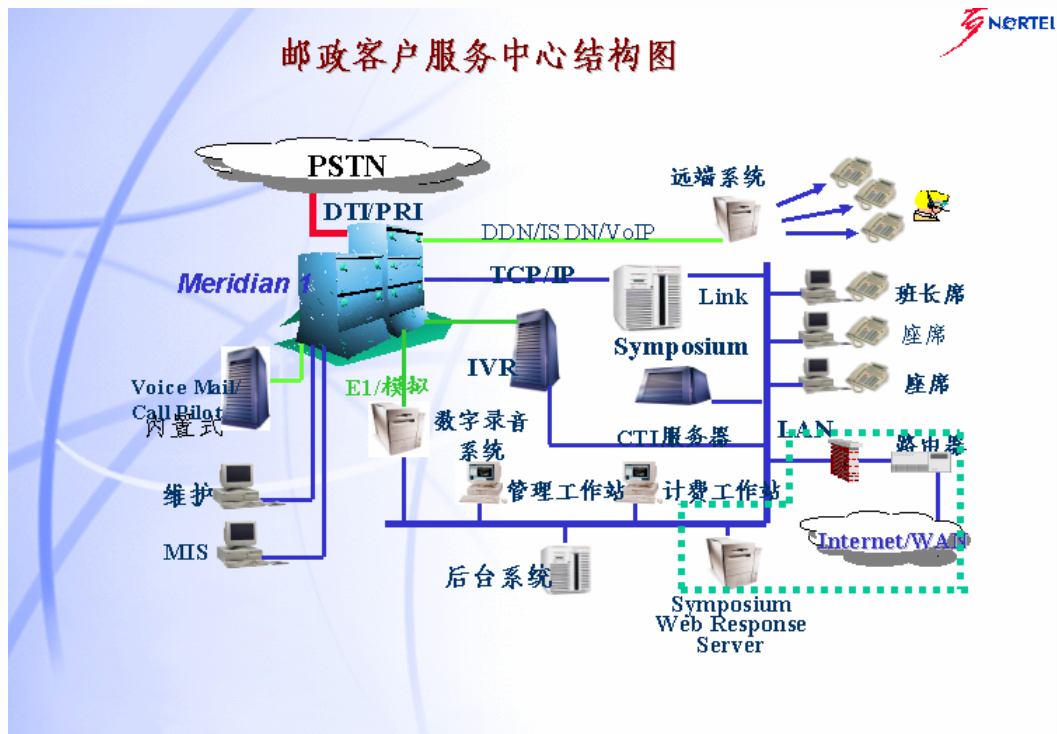
Extensive Experience:

A concept may be spread overnight, but the underlying technology of the concept is time consuming and requires extensive experience. It is especially true for call center technology, which features complication. As one part of Nortel global production facility, TONG GUANG NORTEL is committed to CTI technology for long time backed with the leading-edge technologies of Nortel. Early in 90', TONG GUANG NORTEL made sizable investment in customer service arena. It developed a next generation Symposium customer service system by fully considering the usage habit of Chinese customers and the characteristics of corporate management combined with multi-year application experience and powerful R&D competency. The next generation Symposium customer service system is widely deployed in China Telecom customer service center, CMCC customer service center, financial customer service, Post customer service center and enterprise call centers.

Outstanding Quality:

TONG GUANG NORTEL uses Meridian1 series intelligent queuer as the call access device, which integrates computer, switch, networking and database technologies to provide a customer service center platform for the Post that offers various intelligent value added services in flexible manual and automatic mode, and generates services online. Combined with leading Nortel VOIP technology, the system uses Meridian1 ITG and Iremote to improve the technological level of the customer service center. ITG is an intelligent digital emulation trunking card, which compresses real-time voice and data traffic over IP network and converts them into IP packets for transmission over IP. The technology, combined with Post IP network implements distributed customer service center for the Post. The system also provides advanced SOHO solution that enables remote agent access. Iremote uses VOIP technology to connect a set of Iremotes to customer service center, which supports some experts to access the same agent function of customer service center at home or in the office. This offers higher level and more professional service to customer with improved efficiency and QoS. With the above IP technologies, TONG GUANG NORTEL implements the convergence of voice, data and video on the Post Customer Service Center. The system also provide personal customer relationship management (CRM) through customer profile dig, extraction and analysis to meet the ever growing requirement of customers. The overall structure of the system is shown below:

The Structure of Post Customer Service Center



In addition, with powerful service generation capability, the Post customer service system enables carriers even customers to generate, modify or adjust services based on its requirements. Just like in an “intelligent supermarket”, customers can select, combine and edit the service components that are comprised of all the services based on its specific real requirements to create a service system that exactly addresses its requirement. The “customer designability” enabled by the system allows the carriers abandoning the traditional approach that requires to build a service network for each new service, which protects the investment while eliminating the trouble due to frequent upgrade of equipment.

The Post customer service system also provides high service flexibility, scalability, openness and adaptability to China market, as well as diversified and full Chinese maintenance & management tools to offer powerful support for decision maker and the related maintenance and administration staff of the call center. With personal service and full operator management, the system enables full-staff service and addresses new service features in timely manner to help customer create excellent service brand and image.

Complete Services:

TONG GUANG NORTEL provides a unified service code (185) to access to the Post Customer Service Center platform, which supports automatic and manual service modes to offer multimedia access including voice, fax, Email, Web and video. The major services of the system are classified into five categories:

1, **Consulting service**, including policy and regulations consulting, post service consulting etc;



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2, inquiry service, including inquiry service for EMS, registered mail and Paper/Magazine subscription, stamp collection and mail order etc, as well as other public information inquiry, e.g. zip code, points of presence, stamp market, flower service, traveling, insurance etc;

3, Accepting service, including post service accept, user complaint receiving, suggestion collection etc;

4, Telephone banking includes post saving, telephone remittance, collected stock transaction, collected payment etc;

5, new post services, including agent leasing, hot line, ticket booking etc. At the same time, the manual agent service includes all the services that automatic agent provides. Customers can switch between manual and automatic service mode freely. The Post Customer Service Center is committed to providing maximal convenience to the customers with richer services and sophisticated service tools.

Bright Future:

With the deployment and development of Post integrated computer network, Post Delivery Network and Post green card for finance, China Post has built 3 national network for logistic, cash flow and information respectively, which contribute the basic elements for e-commerce. At the same time, China Post introduces a new service brand--"ePOST" on the basis of the existing 3 networks to facilitate e-post service, networked post service and modernized post service by maximizing the integrated advantages of triple networks. E-POST combines the telephone information service (185) and computer information network system (183) to build a consistent brand for new services to the public.

TONG GUANG NORTEL Symposium customer service platform, as the widely deployed call center solution in China offers a full service and products for E-POST while providing access server, and data communication products backed with the competence of Nortel products and platform.