

CASE STUDY

TOLL-FREE NUMBER SYSTEM FOR TOBACCO HOLDING GROUP



Organization

Tobacco Holding Group

Production Location

Tirana, Albania

Industry

Distribution

Application

IP Telephony

Products used

- Asterisk
- OpenVox GSM Cards
- Cisco IP Phones
- HP Workstation

CUSTOMER

Tobacco Holding Group (THG) was established in April, 2001. THG is part of the five greatest distribution companies in Albania and it operates in three countries, Albania, Kosovo and Macedonia. It has a large extension with around 2200 effective clients dealing with THG's large range products.

CHALLENGE

THG was looking to implement a toll-free number system (0800-8010), where their customers can call to place orders. Inbound calls should be handled by a call queue and processed according time conditions. If calls are coming during working hours they will be answered by a sales agent, if calls are coming after hours, they will be directed to an IVR.

In order to provide toll-free service to customers, the system needs to be integrated with TDM telephony providers. THG has signed contracts with all mobile operators in Albania, and each of them will provide initially 2 GSM channel through SIM Cards (in total 8 channels), which should be integrated with the required system.

The system should be based on industry standards, easy to integrate with third party telephony vendors and applications, easy scalable and able to support Unified Communication for THG office on three different countries.



SOLUTION

Synapse ATS choosed to implement a solution based on a platform distributed under open source licensing model. The implemented platform was based on Asterisk telephony engine and OpenVox GSM cards. Field proven integration of OpenVox cards with Asterisk, helped us to easy implement the solution and have also great quality voice calls.

Vast features of Asterisk, allowed us to create ring-group for sales agents and defining an intelligent algorithm how calls should be distributed among operators. Call queues for customer management were defined, and also IVR was implemented to handle after hours or holiday inbound calls.

RESULT

Combining Synapse ATS expertise, world's largest telephony platform Asterisk, and high quality voice boards from OpenVox, THG had the system up and running within expected timeline and quality.



Contact Us

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