Opal Telecom boosts call handling capacity

Submitted by: Gray Associates
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Harrogate, UK. Opal Telecom, a wholly-owned subsidiary of Carphone Warehouse, has invested in Intel® communications technology from POST CTI to meet a surge in demand for its network-delivered Interactive Voice Response (IVR) services.

The number of call minutes handled by Opal's network-based IVR platform reached a massive 23 million in September 2003 and, overall, more than doubled in the twelve months to October. In response, Opal has added over a thousand new lines of capacity to its systems in the last six months, creating one of the largest network-based IVR platforms anywhere in the UK with the capability of handling 5000 incoming or outgoing calls simultaneously.

The platform is not only one of the largest but also one of the most feature-rich. Opal provides a wide range of IVR services from the platform to its blue chip client base. These services include call queuing, automated announcements, interactive voice response, voice mail and call recording.

The network-based IVR platform is based on networked PCs with Intel Pentium, Celeron and Xeon Processors, running Microsoft Windows 2000. The platform uses a range of Intel® communications products and technologies including computer telephony blades based on the Intel® DM3 architecture and the Intel® NetMerge™ CT Application Development Environment software. Intel communications technology was supplied by Intel® Authorised Value Added Distributor POST CTI - which also provided system integration, education and other support services to Opal software engineers responsible for building and maintaining the system.

"To meet the growing demand for network-delivered services and to remain competitive, we need to get services to market quickly, efficiently and at the right cost" said Clive Dorsman, Technical Director of Opal Telecom.

"Building our own systems has helped tremendously in achieving this. It's enabled us to create a seamless end-to-end operation with tight integration into in house billing, customer care and other systems. It's also given us close control over our development environment and a high level of reliability".

"In the last three years, we've saved hundreds of thousands of pounds by building the platform ourselves and that's meant we've been able to price services more competitively. We've also built up a level of knowledge of SQL, Intel® Dialogic® and other products that I believe is second to none across the entire industry".

"POST CTI has supported us every step of the way" states Dorsman. "They have a lot of in-house expertise and understand the mission-critical aspects of our business. It's a good partnership".

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About POST CTI

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Formed in 1997, POST CTI is a Value Added Distributor (VAD) of standard-based communications building blocks from leading manufacturers such as Intel, Envox, HP, Scansoft and Nuance. POST CTI is the only VAD of Intel® Telecom Products in the UK and the largest VAD for Intel telecom products in EMEA.

POST CTI provides Value Added Resellers, Systems Integrators and Developers with a single convenient source for communications technologies. In addition to providing a broad and competitively-priced product selection, the company offers custom system integration services and advice, finance options, sales training and marketing/technical educational seminars.

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