

## Case Study

# NC Taiwan

## Aspect to Provide Call Centre Solutions for Taiwan's Leading Online Game Company

### The Company

Located in Taiwan, NC Taiwan is one of the leading online gaming companies in the greater China region, with about 2.5 million customers. A joint venture of NC Soft and Gamania, NC Taiwan has recently set up its own call centre in Taiwan to facilitate its online gaming business. NC Soft, the largest online game company in Korea, provides technological support to NC Taiwan, which has distribution arms in China, Japan, North America, Thailand and Europe.

### The Business Challenge

Maintaining and controlling a high standard for service quality was a major priority for NC Taiwan. With its own set of business needs, Gamania's call centre agents were unable to handle huge volumes of outsourced calls that came in from NC Taiwan. In its bid to improve customer service, NC Taiwan explored the option of seeking a dedicated agent from Gamania, solely to handle its customer calls. Unfortunately, the option was not feasible for Gamania, as it had only one agent in charge of all its customer calls. Hence, the only option for NC Taiwan was to set up its own call centre. The main challenges include handling high call volumes in the local language, maintaining and controlling service quality and meeting strict online security requirements.

"Setting up our own call centre to handle the calls on-site was a big decision for us, but also one that was strategic and critical for our business," said Jeremy Chou, Manager, Customer Service Department, NC Taiwan. "We were looking for a tried and tested established brand name with world class solutions."

### The Solution

In addition to Aspect, which came highly recommended, NC Taiwan looked into the solutions provided by other vendors, namely Cisco Systems and British Telecom. After looking into Cisco's Standard and Professional solutions, as well as British Telecom's CTI solution, BTCC, NC Taiwan ultimately decided to go with the Aspect® Unified IP™ solution.

Aspect Unified IP is a complete contact center solution that unites inbound, outbound and blended multichannel contact (voice, email, web and fax), while also delivering voice portal, recording and quality management, and unified reporting and administration capabilities. In addition, Aspect Unified IP provides application service provider (ASP) capabilities enabling service providers to host multiple clients segmented as individual tenants. Architected and built from the ground up to scale from ten to thousands of seats, it incorporates a robust set of core features that support sophisticated contact strategies for both session initiation protocol (SIP)-based voice over Internet protocol (VoIP) and traditional voice.

"Unfortunately, the other vendors did not have the local implementation experience that we were looking for," said Jeremy Chou. "Aspect, on the other hand, has an impressive track record for having many successful local implementations. On top of that, Aspect was able to provide a full suite of call centre solutions at a highly competitive price."



"The Aspect solutions enable us to improve our customer service levels by leaps and bounds. Supervisor call management also becomes a lot easier and more efficient. Meeting online security requirements is a top priority for the nature of our business. With the Aspect unified solutions, we can arm ourselves with the most up-to-date IP capabilities and database security measures."

**Jeremy Chou**  
Manager, Customer Service  
Department, NC Taiwan

### Products

- Aspect Unified IP

### Results

- Increased call handling rates substantially from 65-70 percent to 95-100 percent.
- Achieved all time high system stability.
- Improved customer satisfaction.



NC Taiwan installed 20 agent seats and four supervisor seats of Aspect® Unified IP™. The new system was implemented in less than a month and was integrated smoothly with the company's existing billing and customer database systems. Aspect Unified IP provides the flexibility to make real-time modifications to the contact centre as business needs dictate. Modifications take effect with the very next contact - with no need to stop and start systems, campaigns or services. Aspect Unified IP enables NC Taiwan to blend inbound and outbound calls, which enables the contact centre to both increase agent productivity and provide a better overall customer experience because administrators can make dynamic changes to system settings, like call flows or agent properties, as they manage contact centre service levels. Agents can be moved to areas of greater need based on call volumes ensuring that customer needs are quickly being met.

Aspect Unified IP also helped NC Taiwan to effectively manage rising call volumes, as well as the challenges of managing 22 servers that are capable of hosting up to 5,000 users at a time. With NC Taiwan's customer base growing at a very fast rate, this allows the online gaming company to utilise its time more productively and constantly improve its business to serve its customers better.

Aspect worked closely with NC Taiwan to ensure the seamless real-time integration of the system and provide focused training to call centre staff on operating Aspect Unified IP, which included educating them on how the solution will enhance both their work experience and the overall customer experience.

## Results

Following implementation, NC Taiwan saw a very quick return on investment. Aspect Unified IP facilitated a sharp rise in agent productivity as information availability improved, powered by customer-made applications. Before implementing Aspect Unified IP, billing and customer information was scattered in different places. Now with a unified platform, staff can better manage calls. With the old system, the contact centre was only able to handle 65-70 percent of the calls in a timely fashion. With Aspect Unified IP, agents are easily able to handle 95-100 percent of the calls, as a result of significantly increased agent productivity.

The system provides many features that have enabled NC Taiwan to optimize its operations, including blended agent capabilities, a graphical agent desktop with built in scripting capabilities and a far superior set of supervisor management tools. NC Taiwan currently uses Aspect locally and will consider implementing in its other offices in the future.

"With the addition of a significantly improved user interface our contact centre agents now have access to more extensive customer information, which has resulted in resolution of customer queries in a highly efficient and smooth manner. Even the supervisors are able to evaluate and manage an agent's performance better. With the comprehensive data view from Aspect Unified IP, information on call statistics is now quickly available, making the management of information a breeze. Furthermore, Aspect provides an extremely high level of system stability."

### Jeremy Chou

Manager, Customer Service Department, NC Taiwan

#### Corporate Headquarters

300 Apollo Drive  
Chelmsford, MA 01824

978 250 7900 office  
978 244 7410 fax

#### Europe & Africa Headquarters

2 The Square, Stockley Park  
Uxbridge  
Middlesex UB11 1AD

+(44) 20 8589 1000 office  
+(44) 20 8589 1001 fax

#### Asia Pacific & Middle East Headquarters

1 Raffles Place #58-00  
OUB Centre  
Singapore 048616

+(65) 6883 5059 office  
+(65) 6534 0484 fax

[aspect.com](http://aspect.com)

## About Aspect

Aspect provides software and consulting services that turn the potential of unified communications into real business results across the enterprise and in the contact center. Applying 35 years of insight and experience, Aspect helps more than two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, visit [www.aspect.com](http://www.aspect.com).

