

CASE STUDY



ATLASONLINE (AOL)

ATLASONLINE (AOL) is a subsidiary of Royal Air Maroc (RAM) who handles customer relations and distance selling for RAM in the travel industry. Since AOL became RAM's subsidiary in 2005, AOL offers a variety of center services (Incoming / Outgoing calls) and also offers telemarketing services, studies and surveys. AOL targets many industries: hospitality, insurance, automobile, and particularly focuses on the tourism and transportation sectors.

Since 1999, AOL has been utilizing a PBX network solution provided by Alcatel and has implemented the first Contact Center Standard Edition solution in Morocco.

AOL is located on several sites since the 2000s and started migrating to IP Centralization in 2011 and expanded in 2013 to new sites.

CHALLENGES

The transition of all AOL IP centralized infrastructure with 700 users and 200 Contact Center Agents worldwide was a pre-requisite, as well as the continuity of service 24h/24 - 7d/7, and a scalable solution.

PRODUCTS AND SERVICES

Alcatel-Lucent OmniPCX™ Enterprise Centralized with Media Gateway and Passive Call Servers (for each site and each RAM representation)

Alcatel-Lucent OmniVista™ 4760 Network Management System Nice Perform Call recording solution

Alcatel-Lucent OmniSwitch® 6450 Stackable LAN Switch

Centralized management and maintenance managed by Optimus Telecom and a network of global partners

WHY ALCATEL-LUCENT ENTERPRISE

AOL and Alcatel-Lucent Enterprise maintain a trusting relationship which started 15 years ago. It is also shared with Optimus Telecom.

The scalability of the Alcatel-Lucent Enterprise solution was also a key element in AOL choice.



ATLASONLINE
Your Favorite Call Center

A
CENTRALIZED
IP SOLUTION
ON THREE
CONTINENTS

Location: MOROCCO

Vertical: Services

Number of users: 700 agents including 210 in Casablanca

Implementation date: March, 2013

Business Partner: Optimus Telecom



BENEFITS



TECHNICAL

A secure (redundancy between sites) and scalable solution allowing a smooth transformation to IP Centralization ensuring the sustainability of the initial investment has now reached the highest technology level.



IT TEAM

The platform is ready for new multi-media uses (social networks, and in the future: chat, web collaboration, web call-back). IT operations are limited to the central site.



FINANCIAL

The transition from a distributed model to a centralized model enables costs reductions by centralizing the operational aspect and minimizing CAPEX.



USER EXPERIENCE

Customer services available 7/7 - 24/24 with tools which are adapted to customers' uses.



“The Alcatel-Lucent solution has enabled us to maintain an infrastructure that has been scalable for both hardware and software. Our teams are constantly trained. We were able to capitalize on the initial investment to reach a State of the Art level in terms of technology.”

M. Karim Ibrahimi, Executive Director, ATLASONLINE, Morocco.