



Comspective

Network and Hosted Telephony Strategy

Case Study

The trainline.com

Situation and Challenges

Trainline required the flexibility to utilise a number of new BPO service partners in the UK and India and were finding that the incumbent technology was prohibitive in enabling them to achieve this goal. The business strategy was to have the flexibility to increase service delivery to the more successful partners and shrink the service to the poor performers. To achieve this, a flexible network and centrally hosted technology delivery was required.

Trainline's incumbent technology delivery had developed over the previous six years based on utilising services from a large number of technology suppliers. This approach had created a number of issues commercially, technically and from a day-to-day support management perspective. It was requested that, based on their previous work and successes within Trainline, Comspective consultants would design a new technology infrastructure and produce Invitation to Tender (ITT) documentation for a new MPLS network, Voice over IP, IVR and ASR platforms and to integrate all of this new infrastructure into their existing dual Data Centres.

Approach

Comspective consultants worked with Trainline's business and technology teams to document the requirements for a new technology infrastructure, operational service, performance deliverables and service and operational processes.

The information was transposed into Request for Proposal (RFP) documents and issued to market



leading telecommunications carriers and suppliers.

The consultants managed the end-to-end RFP process including:

- Formal clarifications.
- Managing technical, commercial and business questions and the responses (within a 24 hour SLA).
- Review responses, evaluations, scoring and recommendations.

The consultants presented to Trainline senior management a detailed presentation of each of the two leading suppliers for the MPLS network, VoIP telephony delivery, IVR and ASR deliveries. In addition a full business case justification was prepared with a ROI business case of 13 months based on existing operating budgets.

The Trainline board approved these recommendations and requested that we manage the commercial negotiations with the relevant suppliers.

Based on past experience the consultants were able to ensure that structured contract terms were delivered in Trainline's favour at the optimum cost of delivery. In addition the consultants produced managed service operational and service level agreements as well as a balanced performance score card to ensure the service was managed to the correct levels each week/month.

Results

- Replacement of single carrier managed MPLS network resulting in a 30% reduction to the annual network budget.
- Implementation of a centralised VoIP Avaya platform to deliver to on-shore and off-shore Contact Centre locations with a ROI of 13 months for over 1,000 front office agents.
- Design of self-service voice portal with a ROI of 10 months over incumbent operational costs.
- Full managed service delivery against stringent SLA's
- Balanced performance score card to ensure month on month service and commercial performance is delivered.