

Project Fresh Start

Achievements

- Contract awarded 9/4/05, took first calls seven days later on 9/11/05
- Designed and built a secure six-center network in seven days at these sites: Birmingham, Alabama; Deland, Florida; Enfield, Connecticut; North Hollywood and San Diego, CA; and Sergeant Bluff, Iowa
- Procured, installed, and mapped over 2,000 IP workstations
- Interviewed, screened, and hired over 6,000 candidates through the partnership of internal HR department and national outsourcing agencies
- Processed over 5,000 candidates through the NCIC and FBI security screening
- Trained over 5,000 associates using a combination of our client's trainers, TeleTech trainers, and the TeleTech University™
- Established and provided access to enterprise performance reporting Day One of operations using our TeleTech® GigaPOP™ centralized data center technology
- Call volume for first 30 days was 644,000
- Answered one million calls after the first 60 days

Behind the images of Hurricane Katrina are companies and individuals working quickly and diligently to help victims resume normal lives. TeleTech is one such company, providing BPO services to a large government agency that helped citizens recover from natural and man-made disasters. Our efforts have made it possible for Gulf Coast residents to begin the process of filing claims to gain government assistance for their losses.

Two factors make TeleTech's achievements remarkable: speed and scope. Within one week, we had six service delivery centers up and running. We hired and trained 500 associates to take calls from hurricane victims, a number that would grow to 4,000 at the project's highest point. We created two service delivery centers in San Diego, California and Sergeant Bluff, Iowa especially for the program. Four other centers — Birmingham, Alabama; Deland, Florida; Enfield, Connecticut; and North Hollywood, California — were already in existence.

Project Fresh Start Location



TeleTech® On Demand™ Technology

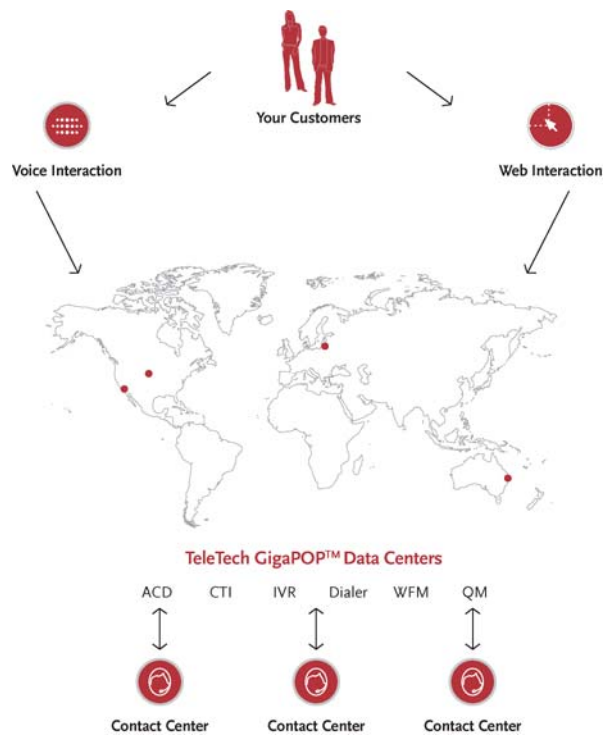
Innovative technology was a critical success factor in implementing the project, specifically our TeleTech® GigaPOP™ centralized data centers and Voice over Internet Protocol (VoIP) network. This technology, part of our TeleTech® On Demand™ suite of applications, delivered the necessary center infrastructure to the sites, enabling us to manage six centers from a central location. We installed a completely dedicated and secure LAN/WAN network infrastructure in each location. Our infrastructure plan provided dedicated circuits to the secure data center and the command center for live client enterprise access.

Designing the network was the first step; the next step involved acquiring the components needed to build it. The technical staff spent hours on the phone with vendors, determining the availability of parts and coordinating shipping schedules. Acquiring components in the right order was critical, as certain parts were needed in the early stages before the technical staff could complete the network build-out.

By using a dedicated circuit approach, TeleTech was able to supply workstations and headsets to each site in order to make them operational. Had we needed to supply switches and routers, we would not have been able to get the sites up and running in the time allotted. Therefore, the On Demand technology approach enabled our IT staff to install the equipment and applications in near-record time.

To ensure that deadlines were met, TeleTech chartered a plane and flew the technical staff and network components from site to site, enabling them to complete installations in five states within four days. Additionally, we created an interface with the government agency's network that worked in conjunction with their call management system. The dedicated nature of this newly installed network created some immediate challenges with our enterprise back office systems. To overcome this challenge, TeleTech worked around the clock to create operational interconnects between our timekeeping, workforce management, quality assurance, and database systems—resulting in a centralized point of operations control.

Diagram of the TeleTech GigaPOP™



People and Processes

Communication was a major factor because six separate sites were involved, as well as the overall project management team. We designated an overall project manager at headquarters in Denver, Colorado and a project lead at each site. Representatives from the government client were also based at each site. To facilitate communications, we held daily phone conferences to review all issues, such as hiring, media, or reporting as well as critical path issues—those items

that had to be completed each day in order to make total program goals happen. We held these calls twice daily and cut back to once each day as activities progressed.

In the early days of the project, TeleTech garnered extensive coverage in print and broadcast media in markets where the sites were located. Much of the coverage centered on the fact that we were hiring for service delivery center associates to help Katrina victims. Simultaneously, we ran advertising in newspapers and television stations in each market to further drive recruiting. Because media activity affected recruiting, the headquarters team had to keep the sites informed about daily coverage as well as paid advertising. TeleTech purchased space in 20 print and broadcast media outlets around the country as well as on popular internet sites Monster.com, HotJobs, CareerBuilder, and Craigslist.

As part of the project, we needed to develop a security plan to help ensure confidentiality, protection of consumer data, compliance with the Privacy Act of 1946, and compliance with requirements set forth in the Technical Agreement provided by our client. These guidelines were reviewed and approved by our client and distributed to all operations leaders and agency members in positions of responsibility.

Building and Recruiting

TeleTech had four centers available to handle the government project but we needed additional capacity. We immediately began searching for sites we could expand or develop. The Sergeant Bluff, Iowa location was a good example of how quickly we could develop a site. We leased another company's service delivery center and assigned an experienced manager to open it. Within nine days, the 250-seat center was up and running. For the sixth center, we found space within a TeleTech subsidiary and created a temporary service delivery center there.

Recruiting was key to the project's success, especially one of this magnitude. TeleTech needed a steady applicant flow in order to recruit 4,000 associates. Our web-based facility, www.hirepoint.com, enhanced our ability to hire the right people by offering applicants the chance to preview what the jobs were like prior to applying, then sending resumes via email. This automated approach improved our hiring process because applicants had already begun the selection process before arriving at the sites for interviews. Once hired, associates only had to take a four-hour training course to prepare them to handle calls.

Client Kudos

Serving a client with little experience in operating service delivery centers offered TeleTech the opportunity to shine and to teach. We helped the government agency improve its own service delivery center operations, specifically in the areas of security, training, documentation, and quality improvement. The agency is now implementing our best practices in its service delivery centers.

Experience and Excellence

Experience is always valuable but in the case of a 4,000-associate project, it's imperative. TeleTech implemented the project in record time thanks to well-honed processes, as well as, professionals with extensive field experience. They understood operations, launch processes, human resources, technology, and how to lead activities at each site. We stationed tenured people at each site prior to calls arriving so they could thoroughly prepare for the go-live date.

Putting the Pieces Together

TeleTech succeeded in delivering the results needed by the government client because of excellence across many disciplines. Our robust VoIP network and On Demand technology made it possible to build and operate six service delivery centers within a week. Recruiting, hiring, and training processes enabled us to staff the project with the most qualified associates. A solid communications plan kept the sites and headquarters informed about issues both large and small. Best practices, experienced managers, and a thorough understanding of the BPO business enabled us to quickly accomplish our goals of helping hurricane victims rebuild their lives.