



Case Study

Business Continuity

Weathering the Storm



9197 South Peoria Street
Englewood, Colorado 80112 5833

303 397 8100 or +1 800 TeleTech

www.telettech.com
Nasdaq:TTEC

TeleTech's customer management centers in Melbourne and Deland, Florida were hit hard by Hurricane Jeanne during the fall of 2004 but callers never knew it. Within seconds of the storm's impact, TeleTech routed calls to one of their centers in Manila, Philippines, where experienced customer service representatives (CSRs) handled them smoothly. TeleTech never lost a call and maintained the service quality specified by the client, even when violent weather forced the Florida centers to close. TeleTech accomplished this seamlessly via a converged Voice over Internet Protocol (VoIP) network and a thorough business continuity plan.

The foundation for TeleTech's ability to instantly route calls from one location to another without involving a carrier is the TeleTech® GigaPOP™ data center. The TeleTech® GigaPOP™ architecture offers high network availability, built-in redundancy, and the flexibility to move, add, or change configurations as demand dictates.

A partial list of the TeleTech® GigaPOP™ components includes:

- Automatic Call Distributor (ACD)
- Workforce Management
- Interactive Voice Response (IVR)| Quality Assurance
- Computer Telephony Integration (CTI)
- Reporting

TeleTech's ability to site the client's program in multiple locations was key to keeping business operating as usual. The program was distributed across sites in Florida and Manila. This ensured that there would always be a trained, experienced CSR to answer calls. Simply moving calls to any alternate location would not have been a viable solution because customers wouldn't have been able to speak with a CSR who could knowledgeably handle their business.

02 Weathering the Storm



TeleTech®

Even in the face of 100+ miles per hour winds and driving rain, TeleTech's Florida center was well equipped to withstand extreme weather conditions. The company had an emergency response plan in place that directed management and employees on how to protect themselves and the facilities. An employee communications plan outlined procedures for evacuating the building when the hurricane was at its worst and for calling the staff back when the facility was safe. Generators, diesel fuel, and batteries provided backup power as needed. Shut-down procedures for servers and other equipment were specified in the plan.

Hurricane Jeanne hit the Melbourne center on a Sunday and damaged the building's roof. TeleTech's facilities team assessed the damage to ceiling tiles and interiors, then brought in 40 turbo dryers and 12 dehumidifiers to dry the carpeting and eliminate musty odors. Within two hours of the team's arrival, backup generators were powering site servers. By Wednesday, management contacted the employees to let them know the center was open again.

TeleTech encourages clients to be diligent and proactive in business continuity planning. The company offers a full menu of business continuity and risk management services including:

- Business Continuity Plan Risk Templates (Includes risk assessment questionnaire and report; crisis communications plan; call center support team action guide; customer care, information technology, and operations business continuity planning guides)
- Call Out Lists and Protocol
- Evacuation Plans
- Safety and Security Plans
- Change Management Request Procedures
- Crisis Leadership Plan
- Communications Matrix
- North American Service Desk
- 24x7 Network Monitoring| VoIP Call and Data Rerouting
- UPS Battery Backup
- On Site Generators
- Manual Fall-over from TeleTech® GigaPOP™
- 24 Hour Data Storage and Recovery

Despite the best plans and facilities, there will always be conditions that interrupt the course of business. However, being prepared with plans, processes, infrastructure, and multiple sites kept a short inconvenience from becoming a damaging outage. Trained CSRs in Manila deftly handled calls in lieu of the Florida staff sidelined by the hurricane. Customer questions were answered and transactions were completed. In other words, it was business as usual for TeleTech clients and their customers.

North America

Latin America

Europe

Asia-Pacific

