



(FVA Kuba)

alltours Equipped for Multimedia Communication

Systems integrator CCT designs and implements modernisation of telecommunications infrastructure



„Everything - but at a low price“

Since its foundation more than 40 years ago, alltours has grown into the largest independent tour operator in Germany. The company offers a wide range of travel products, with more than 1.8 million people travelling with alltours each year. The number of employees has also grown steadily: there are now over 450 people working at alltours headquarters alone. The corporate group employs some 2,000 people around the world, including staff in a chain of travel agencies, a Spanish company providing local guest support and a hotel chain.

The strong growth in recent years has created the need for additional office space and employees that could no longer be covered by the company's Duisburg offices, which they had moved into in 2001. With the move to Dusseldorf in October 2014, alltours made one of the switches needed for its continued growth.

Modernising Communications

Parallel to this external, visible move, the company has taken another important step towards its future by investing in a modern telecommunications system. For just as the previous offices could no longer meet the company's current needs, the company's previous telecommunications platform was no longer up to the increasing demands placed on it.

First, the overall volume of contacts had increased; about a million calls are handled each year in the company's reservations department alone. To this are added the more than 350,000 enquiries on issues such as payment methods, itinerary details, additional services available and much more. This demand required a number of different departments needing to be fully integrated into the telecommunications system to allow quick and professional responses to every enquiry. In addition to older technologies, telephone, post and fax, email has become increasingly important to the compa-

ny's business and the importance of developments for which alltours wished to provide its administrative and service staff with an appropriate multimedia platform.

The company began considering the acquisition of before the need to move to Dusseldorf had become apparent. As a result, there was no initial time pressure in this project and the IT department was able to catalogue the company's requirements with the involvement of its employees. It was only then that the search began in earnest for external service providers that could support the IT department in the next steps of the project: from planning and selecting of technologies to its complete implementation.

„It wasn't the technology that was key for us, but rather finding a solution that would optimally equip us for and grow with the multimedia future“, explains Tareck Rietz, responsible for IT telecommunications at alltours. The new platform needed to be better able to distribute the increased number of customer enquiries, make new means of communication easier to manage and support a better handling of all communications across all channels. „We had no preconceived ideas about the technology. Whether it would be supplied by one or several providers, large or small, was not a priority for us. We were not looking just for a provider of technology, but also a service provider who would listen to us and understand what we need.“



alltours Company Headquarter

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„We can rely 100% on CCT. We are absolutely inspired by our collaboration.“

Tareck Rietz (alltours)

CCT as Service Provider and Partner

alltours set about selecting service providers and, after a comprehensive review, opted for CCT, a service provider specialising in contact center and unified communications services with an experienced consulting and integration team.

„CCT impressed us with its concept and its overall presentation“, says Tareck Rietz. „They listened and created a structure and a concept that best meets our needs technically and commercially.“ CCT proposed modernising alltours' systems instead of a rip-and-replace approach. CCT did not seek to replace the Avaya platform, but instead demonstrated the potential for further development of the existing solution. In addition to protecting its previous investments in technology, another plus factor for alltours was that the modernisation was possible without any loss in productivity. Since alltours employees were already familiar with the system, no training or familiarisation phases were needed.

Moving to Plan

The company's decision to move to Dusseldorf set the timetable for implementing the switch. The modernisation of the system was scheduled to go hand-in-hand with the relocation and re-installation of 450 workstations (computers, monitors, printers, etc.) with new hardware and software. The CCT team planned and handled almost every aspect of the migration from what had previously been a telephone-based communications platform to a multi-media platform adaptable to future developments. „Professional and reliable,“ says Tareck Rietz. „We are absolutely thrilled with our collaboration. We had many special requests and CCT always found a way to meet them. We can rely 100% on CCT, which has helped built our confidence. The relocation of the telephone system was actually the best organised part of the whole relocation.

„The preparations for the move of alltours headquarters lasted about 6 months; the main phase of the move actually only took three days (and nights) thanks to good planning and then all of the workstations were ready to go with their new telephones.

Next Steps

The modernisation of the platform and the VoIP infrastructure throughout the building has created a solid basis for all other new features and additions: the entire system can now be expanded with additional modules. „The good thing is that nothing has changed for the employee's experience in telephony and voice communications,“ says Tareck Rietz. „We now have one of the most powerful engines “under our hood” and we can decide when to take the next step.“

CCT will provide support for the existing system and future enhancements when it comes time to implement them. Email and multi-channel functionalities will soon be added as well as a quality monitoring system.

“CCT listened to us and created a structure and a concept that best met our requirements from both a technical and commercial perspective.”

Tareck Rietz (alltours)

The Multimedia Solution at a Glance

- Avaya Aura® Communication Manager (ACM)
 - Migration from version 3.x to Version 6.3
- Avaya Aura® Messaging
 - Implementation of unified messaging
- Avaya Call Center Elite ACD software
- Avaya Call Management System (CMS)
 - Migration to Version 17
- Avaya Application Enablement Software (AES)
- Avaya ACR Call Recorder Software (ACR)
 - Implementation of voice recording
 - ALWIN PRO added in addition to CMS user management
 - Replacement of QuickCom Wallboard with modern web-based CCT ContactPro dashboard
 - Installation of Avaya one-X® Communicator (agent desktop)
 - Installation Avaya one-X Attendant (switchboard)
- Access to unified communications capabilities

