

*For more than 14 years, ITApps has been implementing mission-critical CRM and contact center solutions that have empowered a wide variety of corporations to become highly competitive, customer-focused enterprises. Experience matters when it comes to protecting your investment.*

#### APL Co. Pte Ltd. Migrates to VoIP

APL had extremely high expectations for its office renovation and consolidation, which involved two locations and a total redesign. Partnering with ITApps, APL consolidated and upgraded three outdated PABX systems into a single VoIP-enabled Avaya Communication System. The project also integrated an IVR self-service system and an Avaya Call Center Management System.

Based on a thorough understanding of the customer's call center and back-office operation, we created a comprehensive project plan, thoroughly pre-tested all systems, and successfully executed, with a minimal impact on APL business operations.



#### Office of the Telecommunications Authority (OFTA) Deploys First End-to-End VoIP Solutions

OFTA needed a powerful telephony solution with rich features that consolidated call center operations, conferencing, mobility, and networking support on a single platform. Chosen for our proven experience and domain expertise, ITApps brought in an end-to-end solution that included Avaya Enterprise Class IP Solutions, Modula Messaging System, and MultiVantage™ Call Center Solutions and Nice Voice Recording System.

By integrating conferencing, intelligent call routing, videophone and wireless phone operations, and more, the solution drives business mobility, productivity, and continuity. It also enables OFTA to harness the power of a converged IP-based voice/data network.



#### CTM Macau Upgrades Existing Call Center to World-Class Integrated Contact Center

To establish a high-performance, integrated contact center that creates a unique experience for its customers, CTM selected ITApps to implement an Avaya IPT Contact Center System and NICE Quality Management Solution. Our solutions enable CTM to:

- Transform the call center into a dynamic customer-centric contact center
- Support a distributed contact center
- Improve flexibility for managing the increasing complex and dynamic business service hotlines
- Provide end-to-end service quality monitoring and assessment

This comprehensive solution is specifically designed to deliver the critical success factors that address technology, people, and process. And because it is modular, we can fine tune the solution to fit CTM's business and budget needs.



ITApps Limited

Level 8 Island Place Tower  
510 King's Road North Point Hong Kong

tel (852) 2806 6888

fax (852) 2806 6850

[www.itapps.com](http://www.itapps.com)

© ITApps Limited 2006





### Qantas Airways Sets Up Contact Centers in Beijing and Shanghai

To take advantage of the business opportunity of non-stop services from Sydney to Beijing, Qantas Airways chose ITApps project management services to set up contact centers in Beijing and Shanghai.

Drawing on our recognized project management and technical expertise, ITApps engaged with Qantas at every level, from procurement to implementation to installation. Recognizing the challenges of cross-border project implementation, we worked closely with the customer's regional offices in both Hong Kong and China. The successful project deployment enabled Qantas to confidently expand penetration in China via Hong Kong.



### Malaysian Mobile Operator Measures Customer Experience in Real Time

Customer feedback can be of real value if the response is captured as soon as possible after the customer's experience with your business. With the C-Centric Real-Time Surveying System from ITApps, DiGi Telecommunications Sdn Bhd automated customer surveys with its targeted segment through multiple channels, including voice, Web, and email. Our solutions allow Digi to:

- Self-administer the customer survey execution based on multiple scenarios
- Gain a single view of the customer experience by enabling the concurrent extraction of data from multiple sources
- Improve customer service and retention by enabling the tracking of service metrics, trends, patterns, and anomalies.

### China Construction Bank Corporation (CCB) Hong Kong Branch Expands Cross-Border VoIP Call Center Platform

To tie in the expansion of its Hong Kong branch office, CCB aligned with ITApps to establish a banking customer service hotline by incorporating professional call center consultation and various value-added services.

As part of the solution, we implemented an IPT PABX, enabling CCB to leverage the labor resource in CCB Shenzhen branch by re-routing customer calls to the Shenzhen call center for front-line handling. The solution also includes self-service IVR hotline enhancement and voice recording functionality for customer service.

### The Airport Authority Hong Kong (AA) Implements ITIL-Compatible IT Services Management Solution

To achieve AA's goal to quickly resolve incidents and problems, control change, manage IT assets, and monitor service levels, ITApps introduced Remedy's ITIL-compliant IT Services Management Solutions, which we adapted to the customer's unique business flows and requirements.

To create a best-fit solution, we completed a series of comprehensive system assessment exercises prior to matching AA's needs to the ITIL solution. As a result, AA was able to align IT with its business objectives and drive IT operational improvements, achieving its objective of efficient and effective incident and problem management and resolution.

### Whirlpool Shenzhen Office Migrates to IPT Platform

To manage the risk of end-of-manufacturer support and standardize the voice platform in Asia, Whirlpool upgraded the PABX system in its Shenzhen office to the latest version and migrated to an IPT platform to enhance inter-office communication.

ITApps' well-planned project management included procurement, implementation, local trunk application, VoIP join testing between China and Hong Kong, local maintenance, and technical support. Moreover, we provided the migration path to IP telephony, leveraging the customer's existing infrastructure investment to minimize cost.

### ITApps Managed Services Free Timberland to Focus on Core Business Operations

ITApps provided a total voice and data managed services solution to Timberland's regional office in Hong Kong, which free the customer to focus on its core business and reduce costs at the same time.

To ensure Timberland enjoyed all the business benefits of a sophisticated IT system without the burden of management and maintenance, ITApps support services offers on-site support within a short response time. Our customer services representatives also work with Timberland on an on-going basis to provide proactive services, including product and technology updates that cater to the customer's business needs.