

Customer Stories



Future Communications Company (FCC), a leading provider of communications services in Kuwait and exclusive Nokia partner in the country, has implemented the Altitude uCI solution in the autumn of 2004 to provide enhanced wireless entertainment services to Nokia customers through the use of IVR technology. With the Altitude IVR module in place, FCC realized significant performance improvement benefits that included 80% boost in its interactive inbound services, after just 4 days of using the solution.

Altitude Software is helping us handle our increasing communications volume. We knew the Altitude Software team had the contact centre experience that would let us boost productivity as well as business performance

Hamza A. Taqi,
Business Development Manager
Future Communications Company

Fast-growing communication services in Kuwait

Future Communications Company is a leading provider of communications services in Kuwait. The company signed in 2002 a Value Added Agreement with Nokia Networks allowing FCC to deploy and implement Nokia GSM Network expansion projects for the mobile phone service providers in Kuwait and the region. Alongside these deployment activities, FCC also created a division named Future Solutions to provide innovative mobile software solutions in Kuwait. For instance, Future Solutions recently launched the future-club.com web portal to offer all types of mobile phone entertainment, such as logos, ring tones, wallpapers, greeting cards, etc. "Our products and services provide a solution for reaching attractive markets with revenue generating content and telephony applications," commented Salah A. Al-Awadi, FCC General Manager. Today, FCC renders its services to prestigious companies including, Rotana Group, Kuwait Airways, Kuwait Finance House, Gulf Bank and The Investment Dar.

The Challenges

FCC specifically needed to improve the overall effectiveness of its Future-club web portal to provide enhanced mobile phone entertainment services to Nokia customers. The key requirements of the Safat-based company were the following:

- Flexibility to modify IVR applications so as to quickly develop and launch any kind of telephone-based inbound services, such as contests, customer reward programs, consumer surveys, sampling programs or lead generation initiatives. The goal was to be equipped for massive personalization as FCC was planning to handle various marketing campaigns on behalf of many companies in Kuwait.
- Improve the quality of information and services available to callers
- Handle huge volumes of calls right before a TV spot or a paper ad

The Altitude uCI suite was mainly chosen due to its flexible scripting language, as well as its fast ROI. "Our selection of Altitude Software as a key component of our interactive inbound services initiative reaffirms our commitment to incorporating the best technology available to service our customers and ultimately, drive our business to new heights," commented Salah A. Al-Awadi. "The fact that Altitude uCI had already been successfully implemented at various contact centre sites throughout the GCC region was another key reason for our choice," he added.

Client Data

- Leading provider of communications services in Kuwait
- Exclusive Nokia partner 
- Its future-club.com web portal offers all types of mobile phone entertainment
- FCC is today positioned as the first and only IVR hosting provider in Kuwait

Business Benefits

- Interactive inbound services boost**
With the Altitude IVR module in place, FCC realized significant performance improvement benefits that included 80% boost in its interactive inbound services.
- Enhanced efficiency**
Altitude IVR supports multiple inbound campaigns including direct ad response programs, ring tones and mobile entertainment loading. The new system automates all processing requests over the phone 24/7 and manages caller information.
- Increased call handling capacity**
FCC is today able to handle an average of 20.000 interactions per day, with Altitude Trunk Link and sixty digital IVR channels directly connected to ISDN lines.

Meeting tight schedule

FCC is using Altitude uCI 7 with Altitude Trunk Link and sixty digital IVR channels directly connected to ISDN lines. Altitude IVR was deployed in just five days, and the solution currently handles over 20,000 interactions per day. The system went live in October 2004, enabling FCC's future-club.com web portal to provide enhanced wireless entertainment services to Nokia customers. For instance, Altitude IVR supports specific inbound campaigns including direct ad response programs, ring tones, mobile phone games and mobile entertainment loading. The system specifically automates the processing requests over the phone 24/7 and manages caller information. With the Altitude IVR module, applications are developed with an easy to use scripting language that allows the fast and accurate customisation of response strategies. Altitude IVR allows callers to feel that they are in control of the interaction and simulates the nature of a spoken conversation when obtaining and giving information to a caller. "Altitude Software is helping us handle our increasing communications volume. We knew the Altitude Software team had the contact centre experience that would let us boost productivity as well as business performance," commented Hamza A. Taqi, Business Development Manager at FCC.

Pioneering IVR hosting solutions in Kuwait

The company's vision for FCC is to sustain its leadership in the communications services business by providing total solutions to corporate customers in the region. This is why FCC is now positioning itself as the only IVR hosting provider in Kuwait: "Whether companies are running customer reward programs, consumer surveys or sampling programs, FCC will provide them with the best-in-class infrastructure and support," added Hamza A. Taqi. "With a proven expertise in evaluating customer needs and utilizing best-in-class technology, FCC is today able to design IVR solutions for a vast array of companies and industries." Applications include locating a local retailer via a toll-free number or participants processing automation for telephone-based contests such as instant wins and sweepstakes.



Altitude Solution's Advantages

- **Software Solution**
 An integrated suite of software applications that couple the power and reliability of communications technology with advances and innovation in software.
- **Complete Solution**
 A component – based approach lets organizations expand the solution as needed, leveraging on existing investments.
- **Competitive Advantage**
 Ease of use and speed of implementation offer a lower total cost of ownership.

Solution Description

- Direct connection to ISDN lines (no PABX)
- DBMS : Oracle 8.2
- Server: MS Windows 2000
- Altitude uCI 7 - including Altitude Trunk Link, IVR, uSupervisor, Altitude Script Developer.

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