

## Yemen PTC



Yemen's Public Telecommunications Corporation (PTC), is a governmental organisation responsible for operation and development of national telecommunication network and services in Yemen. The Sana'a-based organization set up its customer service operations in 2002 so as to build value added customer relationships whilst reducing its operational and support costs. Yemen PTC has recently enhanced its self-service channel through the use of IVR technology.

### Making the most out of IVR

Altitude Software has supplied Yemen's PTC with 150 IVR ports to support their self-service operations, such as bill status inquiry and billing reminder. With the use of Altitude IVR, Yemen PTC is handling an average of 3.000.000 inbound calls each month; and since the initial roll out of the first IVR ports back in 2002, over 70 million inbound calls have been processed by Yemen PTC's service centre.

"Altitude's open standards technology platform easily supports the current and future applications that our market will demand and has the flexibility we require to regularly add new services. The integration of Altitude IVR with our existing IT systems – back-office, billing, and PABX - was clean and fast," said Alsabri Fuad, Director of the Central Billing Department at Yemen PTC. Easy integration into the Comarch billing solution and the Cisco IP switch was indeed an important factor for the selection of the IVR system. "Altitude's proven, pre-integrated contact centre and IVR solutions, made Altitude uCI the most complete solution set for us".

The Sana'a-based service centre provides billing inquiry status and is responsible for resolving billing problems to the customer's satisfaction. Yemen PTC customers specifically interact with the Altitude IVR application for account and billing status inquiries. Besides, the Yemenite provider uses Altitude IVR's outbound functionality to place automatic bill reminder calls to customers after their bills are due, reducing past due accounts receivable overhead with almost zero incremental cost. Outbound IVR operations are also used in a variety of punctual settings, including group communication and community announcements.

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Alsabri Fuad  
Central Billing Department Director  
Yemen PTC

#### Client Data

- Governmental organization in Yemen
- Responsible for operation and development of national telecommunication network and services in Yemen
- Over 3 million inbound interactions handled monthly with Altitude IVR
- Service centre located in the city of Sana'a

#### Business Benefits

- **Enhanced self-service**  
Yemen PTC's contact centre provides billing inquiry status and is responsible for resolving billing problems to the customer's satisfaction; the overall campaign service level is of 97%.
- **Cost-effective, pro-active debt-collection**  
Altitude IVR's outbound functionality is used to place automatic bill reminder calls to customers after their bills are due, reducing past due accounts receivable overhead with almost zero incremental cost.
- **Fast ROI**  
Altitude IVR enabled Yemen PTC to realize a quick return on their IVR investment through new revenues and a low overall cost of operations

## Ready for massive personalization

Interactive voice response technology frees human agents, and allows customers to feel that they are in control of the interaction as it simulates the nature of a spoken conversation when obtaining and giving information to customers. 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. Thus, Altitude’s flexible, built-in graphical application generator makes it easy for Yemen PTC call centre telephony developers to create custom IVR applications for both inbound and outbound campaigns.

“Customizing and maintaining the Altitude IVR solution is fairly straightforward, which is a key contributor to our lower total cost of ownership. In a matter of just a few weeks, our technical team learned how to tailor and manage the system. The power and cost savings this brings is tremendous,” commented Alsbri Fuad. “Besides, the overall campaign service level is of 97% since the implementation of Altitude’s solution,” he added.

## Return on Investment

“Yemen PTC needed a cost effective contact centre solution that would allow them to be operational quickly but also gave them the flexibility to implement the solution as their activity grew. Altitude’s IVR technology specifically enabled Yemen PTC to realize a quick return on their IVR investment through new revenues and a low overall cost of operations, “ concluded Riadh Boukhris, Altitude's vice president Middle East, Africa and South Asia.



Yemen PTC is based in Sana’a, the capital city

### 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

- PABX : Cisco Call Manager
- DBMS : Oracle 8.1.6
- Server: MS Windows 2000
- Altitude uCI 6.1.C3 - Altitude IVR

### Contacts

- **Altitude Software MEA & South Asia**  
 Tel: +971 4 391 8880 (Dubai)  
[www.altitude.com/mea-sa](http://www.altitude.com/mea-sa)
- **Altitude Software Headquarters**  
 Tel: +351 21 412 98 00 (Lisbon)  
[www.altitude.com](http://www.altitude.com)
- **Altitude Software EMEA**  
 Tel: +33 1 55 27 60 60 (Paris)  
[info@altitude.com](mailto:info@altitude.com)