



Maiden Voyage

Luxury Cruise Center, Inc. Launches Its Business with the Avaya™ IP Office Solution

Luxury Cruise Center has been recognized as one of the fastest-growing cruise and travel agencies in 2002. The company's operations rely on its call center, which is the primary channel clients use to book their trips. To get the reliability, scalability and quick implementation that it needed to operate its center, Luxury Cruise Center relies on Avaya and its IP Office solution.

Industry:
Travel

Challenge:
Create a reliable, scalable call center in ten days

Solution:
Avaya™ IP Office

Starting Up with Avaya

Luxury Cruise Center, headquartered in Miramar, Florida, is a start-up business owned by two seasoned cruise executives. The company purchases blocks of rooms for popular cruise itineraries from four of the major cruise lines, and then markets them worldwide by direct mail, email, and out-bound telemarketing. After a July 2002 launch, Luxury Cruise Center swiftly gained in popularity. In a list of the fastest growing cruise/travel agen-

cies by, the company moved from a 100th place ranking to the 35th spot in just over three months.

When the company's founders were preparing to launch the new company, they knew they wanted to begin operations quickly and keep startup costs as low as possible. They had very specific criteria, however, that the solution had to fulfill in order to help the new business be profitable.

Luxury Cruise Center's Business Challenge

The system chosen had to adequately handle anticipated call volume of the new business, grow to meet increased needs of the business, and contain full call center functionality, including real-time and historical contact data and incoming call identification. In addition, the entrepreneurs wanted a system with IP and CTI capability, as well as full-feature voice mail. And the system had to be rack-mountable due to limited office space.

In addition to setting criteria for the actual solution, Luxury Cruise Center's Chief Information Officer, Steve Collins, identified standards for selecting a





vendor from whom to purchase the solution. Collins wanted a telecommunications vendor that was reputable, local—in order to provide quick and efficient support—and had completed multiple successful installations. The vendor also had to be able to implement the solution swiftly: Collins required that any system purchased be fully operational within ten days of placing the order.

“Both the product and the company were equally important in my selection process,” said Collins. “It would do us no good to select a reputable company offering a sub-par operating system, or an excellent system without a reliable vendor to install and maintain it.”

Armed with a specific set of system requirements, Collins began his search for the best call center solution and vendor.



Avaya's Solution: the IP Office Solution

Collins' first inquiry was to a local Avaya Authorized BusinessPartner, who quickly recognized that Avaya's latest solution for small to mid-sized business customers, the Avaya™ IP Office Solution, was perfectly suited to Luxury Cruise Center's needs. Though he considered systems from Nortel, Mitsubishi, Alcatel, and others, Collins was comfortable with the Avaya name, as he had purchased several larger, Avaya DEFINITY® systems in the past. He recognized Avaya as a market leader, and his previous experiences with other Avaya solutions had been positive.

Collins was provided hands-on time with the system at Avaya Labs, where he could experience the system first-hand before making a purchase decision. He also spent time there working with engineers to configure his system prior to its implementation in Luxury Cruise Center's office.

The IP Office solution met all of Luxury Cruise Center's telecommunications needs, and Collins was confident that it was a scalable solution that was able to grow with the company.

Quick Implementation Offers Increased Revenue

Collins worked with Avaya and the BusinessPartner to prepare his new IP Office solution to be ready to operate right out of the box. A configuration file was loaded prior to shipping, so installation took only about two hours after the unit arrived at the Luxury Cruise Center office. Approximately 50 hunt groups were created in order to route callers based on the Luxury Cruise Center promotion they are interested in.

Incoming call routing is logical with the Avaya IP Office solution, and Collins easily set up a call routing scheme for both the office and the contact center.

“The outcome was outstanding; the system was fully functional and operational ten days after the order, and our contact center was able to take calls earlier than projected, putting us ahead of our competition. “We estimate that we were able to generate over \$50,000 in revenue by getting the system up and running a week earlier than we projected.”

Steve Collins, Chief Information Officer, Luxury Cruise Center

IP Office Software Offers Abundant Information, Easy Management

Collins has implemented the Compact Contact Center application with Call Center View, allowing him to manage and receive reports on his 20-agent contact center.

“I find the Agent Tabular and DID reports to be extraordinarily useful in our daily operations,” Collins stated. “By analyzing Agent Tabular reports, I’m able track agents’ strengths and weaknesses, and implement some skills-based routing accordingly. Using DID reports, I can determine what cruise packages sell the best in particular areas of the country. Our Marketing department then uses that information to tailor future promotions to our customers’ needs and desires.”

Another useful management tool is the IP Office System’s Phone Manager. Using Phone Manager’s Terminal Services or PC Anywhere, Collins can manage Luxury Cruise Center’s IP Office system from anywhere, as long as an Internet connection is available. And when in the office, Collin’s finds

the IP Office solution’s graphical user interface easy to understand and use.

“The system is extremely easy to manage and operate, with its ‘drop and drag’ and ‘plain language’ programming tools,” said Collins. “This technology has made administering our messaging system, Voice Mail Pro, very simple and quick.”

Collins will soon implement PC Wallboard as well, allowing all agents to clearly display CRM status and activity on their individual computers.

Computer telephony integration, or CTI, is the next IP Office feature that Collins will implement, most likely in early 2003. CTI will offer contact center agents the opportunity to see screen pops, which will appear when the system recognizes a particular incoming telephone number. When an incoming caller is recognized by the system, a screen pop will appear on the computer of the agent answering the call. The screen will display any current order information and the customer’s previous history with Luxury Cruise Center, allowing representatives to better service the customer in less time.

“The system is extremely easy to manage and operate, with its ‘drop and drag’ and ‘plain language’ programming tools. This technology has made administering our messaging system, Voice Mail Pro, very simple and quick.”

Steve Collins, Chief Information Officer, Luxury Cruise Center

“Our average talk time is currently four minutes,” stated Collins. “Upon implementing CTI and screen pops, I project that we’ll be able to cut approximately 15 to 20 seconds per call, allowing agents to service more customers during their shift. And because agents have more customer information up front, the service that customers receive will be better than what we’re able to provide currently.”

Collins is currently building a customer database, which will serve as the basis for initial screen pops. After the CTI deployment, the system will automatically gather additional customer information.

A Total Start-Up Solution

Collins is satisfied with his choice of the Avaya IP Office Solution. Compared to other comparable communications systems, Collins estimates that the company saved \$80,000 by choosing the IP Office System.

“My overall experience has been frustrating and rewarding,” explained Collins. “Frustration comes as I continue to try to manage the system as I have managed other systems in the past—the IP Office System programming and management is easier, but different. As I become more adjusted to the system and reorient myself to the system capabilities, I become extremely satisfied and convinced that I chose the correct solution for our business.”

Collins summarized his experience with Avaya and the IP Office solution to date in one word.

“Exciting,” said Collins. “I’ve never managed a system like the IP Office. It is exciting to work with a new technology that is constantly changing and evolving, and functions as engineered.”

Learn More

More than one million customers, including 90% of the FORTUNE 500® as well as many government organizations, rely on Avaya. Avaya is a global leader in developing, designing, building and managing voice and data networks for enterprises, with expertise in infrastructure, applications and services. To find out how Avaya™ IP Office can enhance your communications solutions, please contact your Avaya Authorized BusinessPartner or Avaya Client Executive, or visit www.avaya.com/learnmore/ip

For more about Avaya and our other award-winning solutions, visit www.avaya.com

The Solution at a Glance

- Avaya™ IP Office
- Compact Contact Center application
- Call Center View
- Voice Mail Pro