



**WATEEN TELECOM**

CONSULT | INTEGRATE | MANAGE

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## WATEEN HELPS DELIVER SUCCESSFUL POLIO ERADICATION CAMPAIGN

### CHALLENGE

To address variable contact center requirement without extensive capital investment. Addressing the customer challenge of sourcing technical infrastructure to support a wide customer base supporting innovation and speedy time to market

### SOLUTION

A state of the art contact center solution based on hosted technology, offering full range of services including systems and applications required to operate and manage a world-class contact center. Flexibility with pay as you go model and short deployment time.

### OUTCOME

Deployment of a fully functional solution enabling the customer to efficiently address its customer service requirement. A functionally-rich on-demand solution that can be provisioned with relatively little risk.

Quality

friendliness

## Opportunity

SAMAA TV is one of Pakistan's leading private satellite television channels providing news coverage through its on-the-hour bulletins, breaking stories, incisive political analysis and current affairs programs. The channel has also made a niche for itself through its programs on women and youth issues besides infotainment and sports.

SAMAA TV, in joint collaboration with, UNICEF Pakistan and the Ministry of Health was the first media channel in Pakistan to establish a Polio Control Cell aimed at acting as an information bridge between the citizens and the polio control authorities. The cell was required to provide instant information on the campaign (July 22-24, 2009) to callers nationwide besides performing the vital task of identifying missed areas and children. Setup of the Polio Control Cell was outsourced to Excicom a service provider for SAMAA TV Pakistan.

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Simplicity



Excicom needed a trusted partner they could count on to ensure performance for the Polio Campaign so they reached out to several providers, including Wateen Telecom to find the right combination of services and application expertise.

Innovation

***“Wateen hosted contact center provided us with a more strategic partnership than just a service provider: they enabled us to achieve our objective. We appreciate the flexibility that the team has offered during the first month of service”.***

***Sumair Ahmed CEO- EXCICOM***

innovation

## Solution

Wateen Telecom offered to provide their hosted contact center solution with the flexibility of offering services over the internet to various geographical locations across Pakistan. With Wateen's Hosted Contact Center services, the Polio Control Cell was first setup in Karachi and then moved to the required site in Islamabad within 36 hours.

Quality

30 concurrent inbound agents were configured for the campaign receiving calls from all over Pakistan. The service was backed by 24/7 on demand support through its 111 WATEEN

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corporate support helpline as well as an onsite support engineer was provided under a professional services agreement to ensure seamless delivery of service. Excicom provided the Wateen Contact Center team with basic LAN infrastructure along with the connectivity. Wateen, with its robust carrier class services, was the most suitable partner to provide mobile contact center services to Excicom.

***“Flexibility, scalability and reliability was the need of our project, and Wateen Hosted Contact Center service provided it well.”***

**Munir Jilani IT & Broadcast Manager- SAMAA TV**

Wateen’s Hosted Contact Center Solution is as feature-rich as the leading premise-based offerings. It offers the valuable benefits to customers such as minimizing unnecessary financial risks for the company and its management, avoidance of large capital investments and start-up costs. There is no need for technology investment protection to ensure that solutions remain current without undergoing costly and time-consuming upgrades.

Users can now select a high quality, functionally-rich on-demand solution for contact center infrastructure, dialing, recording, quality management, workforce management, email response management, knowledge management, customer service and support and much more. WATEEN’s Hosted Contact Center platform meets the toughest security and industry standards. WATEEN’s Hosted Contact Center offers its customers, low operating costs and a short time to market, both of which are vital to their profits and business continuity.

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