

Client :	AT&T eStrategy
Industry :	Telecommunication
Solution :	Business Application
Technology :	Java, J2EE, Oracle, MS SQL Server
Complexity:	Enterprise

AT&T eStrategy

About AT&T eStrategy

AT&T is one of the world's premier telecommunications company providing voice, video, and data communication services to various consumers and businesses across the globe. AT&T's ASM division manages telemarketing sales activities which is one of the major sales channels for AT&T products.

Project Requirement

AT&T manages its telemarketing effort internally within the organization through National Telemarketing Agency (NTA) and through External Telemarketing Agencies/Vendors (ETA). Each ETA had its own method and procedure to carry out the telemarketing activities. The company required an application/eStrategy system to streamline the process and maintain uniformity between NTA and ETA operations.

The Challenge

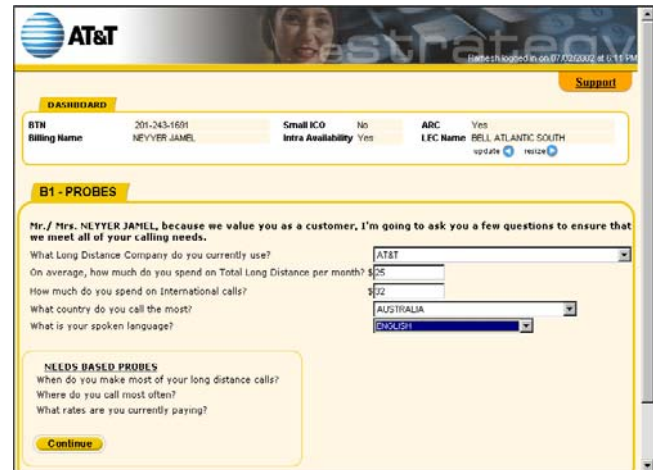
- Each agency had its own custom application built using different database systems.
- Multiple brands of dialers were used for automated dialing from list records.
- Various types of telephony switches were used for automated incoming call transfers to agents.
- Synchronizing sales outcome data coming from various systems was the biggest challenge.

Our Solution

The eStrategy application developed by RiaEnjolie enables telemarketers at AT&T and its call centers to offer customized products over telephone. The products can be used to capture responses and deliver order-processing data to AT&T. The application is integrated with dialers and switches to manage incoming and outgoing calls.

Key Features

- Plug & play with all types of dialers and switches.
- Call conference & transfer functionality for third party verification.
- Database driven message scripts & product-specific prompts based on product/campaign/marketing strategy combination.
- Built with open architecture to interface with multiple database systems.



AT&T Dashboard

Customer Profile:

- BTN: 201-243-1691
- Billing Name: NEYVER JAMEL
- Small ICO: No
- Intra Availability: Yes
- ARC: Yes
- LFC Name: BELL ATLANTIC SOUTH

B1 - PROBES

Mr./ Mrs. NEYVER JAMEL, because we value you as a customer, I'm going to ask you a few questions to ensure that we meet all of your calling needs.

What Long Distance Company do you currently use?

On average, how much do you spend on Total Long Distance per month?

How much do you spend on International calls?

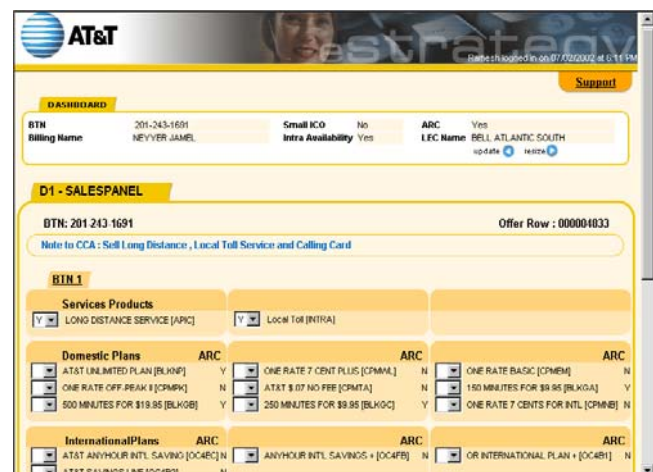
What country do you call the most?

What is your spoken language?

NEEDS BASED PROBES

When do you make most of your long distance calls?
Where do you call most often?
What rates are you currently paying?

[Continue](#)



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D1 - SALESPANEL

BTN: 201 243 1691 Offer Row : 00004833

Note to CCA : Sell Long Distance, Local Toll Service and Calling Card

BIN 1

Services Products

LONG DISTANCE SERVICE [ARC] Local Toll [INTRA]

Domestic Plans

Plan	ARC	Selected	Plan	ARC	Selected	Plan	ARC	Selected
AT&T UNLIMITED PLAN [BLK0P]	Y	<input type="checkbox"/>	ONE RATE 7 CENT PLUS [CPMML]	N	<input type="checkbox"/>	ONE RATE BASIC [CPMFM]	N	<input type="checkbox"/>
ONE RATE OFF PEAK 8 [CPMPK]	N	<input type="checkbox"/>	AT&T \$ 07 NO FEE [CPMTA]	N	<input type="checkbox"/>	150 MINUTES FOR \$9.95 [BLKGA]	Y	<input type="checkbox"/>
500 MINUTES FOR \$19.95 [BLKGB]	Y	<input checked="" type="checkbox"/>	250 MINUTES FOR \$9.95 [BLKGC]	Y	<input type="checkbox"/>	ONE RATE 7 CENTS FOR INTL [CPMNB]	N	<input type="checkbox"/>

International Plans

Plan	ARC	Selected	Plan	ARC	Selected
AT&T ANY-HOUR INTL SAVINGS [OC4EC]	N	<input type="checkbox"/>	ANY-HOUR INTL SAVINGS + [OC4FB]	N	<input type="checkbox"/>
AT&T SAVINGS LINE [OC4B2]	N	<input type="checkbox"/>	OR INTERNATIONAL PLAN + [OC4B1]	N	<input type="checkbox"/>