

# CUSTOMER EXPERIENCE



## ABOUT VIRTUAL RESOURCE SOLUTIONS

**Type:** Travel, Tourism and Leisure

**Location:** England, Pakistan

**Configuration:** Outsourced Call Centre,  
Voice over IP, Computer Telephony  
Integration (CTI)

## CUSTOMER NEEDS

- Keep down the cost of calls between UK and Lahore, Pakistan
- Monitor and record agents' calls from the UK
- Implement home workers at no extra cost

*"We were extremely impressed by the IP solution from the manufacturer. Not only that but we could see that the reseller had a high degree of knowledge and the skill required to implement a trans-continental IP solution."*

— Omar Shujaat, Managing Director,  
Virtual Resource Solutions

## Virtual Resource Solutions Links Pakistan To The UK Via Mitel

Outsourcing call centres to countries outside the UK is a common business strategy for many UK companies. India is leading the way as a target destination for offshore service provision according to Gartner. Given the massive distances involved however, the success of any decision to go for offshore outsourcing can hinge on getting the technology right – first time. This case study describes how a leading travel company did just that using the latest IP technology.

Within the luxurious grounds of the Lahore Country Club (home of the National Cricket Centre of Pakistan), lies a small call centre of about 25 people. The staff here are highly qualified in their own fields and make up the Pakistan-based operation of Virtual Resource Solutions.

"I wanted to create an environment which was as far away from the stereotypical 'sweatshop' as possible. Here, my staff are able to take a lunch break in the most beautiful surroundings; play golf or cricket, and even go horseriding!" said Omar Shujaat, Managing Director, Virtual Resource Solutions.

"I do not believe I could have created this sort of environment at the same cost anywhere in the UK. Even if I could have done, I would not be able to recruit the same quality staff, at the same cost, as I have in Lahore," said Omar Shujaat.

In order for Virtual Resource Solutions to expand its operations into Pakistan there were a number of barriers both physical and financial.

**SOLUTION COMPONENTS**

- Mitel Communications Platform
- Voice over IP (VoIP) Networking
- Centralised Voice mail
- Computer Telephony Integration (CTI)

**RESULTS**

- Staff performance in Pakistan is monitored in real-time from the UK
- The solution is now growing into a multi-site network
- The Lahore call centre is expanding to 100 seats to accommodate extra business gained

Calls between the UK and Pakistan currently stand at approximately 25p\* a minute and whilst it may not seem high, if you have a 24hr call centre then figures soon add up.

Additionally, Omar Shujaat spends a lot of his time in the UK and wanted the ability to monitor and report on the Lahore call centre at any time as well as being able to record calls and allow staff to work from home at no extra cost.

Whilst reviewing all the options available on the market it soon became obvious only one manufacturer could deliver the solution required by Virtual Resource Solutions. The flexibility, scalability and hi-quality VoIP solution set the Mitel® platform streets ahead.

“We were extremely impressed by the IP solution from the manufacturer. Not only that but we could see that the Reseller had a high degree of knowledge and the skill required to implement a trans-continental IP solution,” commented Omar Shujaat.

The reseller implemented a comprehensive solution which utilised the advanced technology functionality of the system, incorporating internet telephony, seamless CTI (allowing real-time call statistics reporting across the continents) and centralised voice mail.

“When we initially discussed the project it was just a straightforward link between Lahore and the UK. Now though, and thanks to the flexibility of the system, the solution is turning into a multi-site IP network. We are very pleased with the technology and feel confident it will grow inline with my business,” concluded Omar Shujaat.

The Lahore call centre is now in the process of expanding to a hundred seats to facilitate a new blue chip company contract. The Coventry Virtual Resource Solutions site retains control of the call centre, and can monitor staff performance in real-time using management applications in Coventry at no extra cost. This has enabled Virtual Resource Solution’s management to use resources more effectively. By accurately predicting peak call traffic, Virtual Resource Solutions has been able to incorporate support contracts for several major IT companies.

\*Price correct at time of writing based on standard BT tariff UK landline to Pakistan landline.

Global Headquarters	U.S.	EMEA	CALA	Asia Pacific
Tel: +1(613) 592-2122 Fax: +1(613) 592-4784	Tel: +1(480) 961-9000 Fax: +1(480) 961-1370	Tel: +44(0)1291-430000 Fax: +44(0)1291-430400	Tel: +1(613) 592-2122 Fax: +1(613) 592-7825	Tel: +852 2508 9780 Fax: +852 2508 9232

For more information on our worldwide office locations, visit our website at [www.mitel.com/offices](http://www.mitel.com/offices)

THIS DOCUMENT IS PROVIDED TO YOU FOR INFORMATIONAL PURPOSES ONLY. The information furnished in this document, believed by Mitel to be accurate as of the date of its publication, is subject to change without notice. Mitel assumes no responsibility for any errors or omissions in this document and shall have no obligation to you as a result of having made this document available to you or based upon the information it contains.

M MITEL (design) is a registered trademark of Mitel Networks Corporation. All other products and services are the registered trademarks of their respective holders.

© Copyright 2008, Mitel Networks Corporation. All Rights Reserved.

GD 423\_2060 PN 51013028RA-EN

[www.mitel.com](http://www.mitel.com)

