



## Success Story Aktel (TM Bangladesh Ltd.)

### Aspect eWorkforce Management & RTA Solution

#### The Project

**AKTEL** is a dynamic and leading end-to-end countrywide GSM mobile communication solution of TM International (Bangladesh) Limited. It is a joint venture company between Telekom Malaysia Berhad and A.K. Khan & Co. Ltd. which was established in the year 1996 and services launched in 1997 under the brand name **AKTEL**.

**AKTEL** is proud to be associated as part of the Telekom Malaysia Berhad (TM), which internationally renowned for its successful ventures like Dialog Telekom Limited, the market leader the telecommunication industry in Sri Lanka. The TM Group has a global presence in 12 countries with staff strength of 30,000 Groupwide. TM has recently made a couple of new major acquisitions in Indonesia, Pakistan and Singapore in the effort to stamp its presence internationally. In Indonesia, TM has acquired 56.9 per cent interest of PT Excelcomindo Pratama, the third largest mobile operator in Indonesia and 24.9 per cent in MobileOne of Singapore. TM hopes to extend its regional and global presence with these new acquisitions.



Since the commencement of its operation, **AKTEL** has been a force to be reckoned with in the telecommunication industry of Bangladesh, being one of the fastest growing mobile communication companies offering comprehensive GSM mobile solutions to more than two million subscribers. Today, **AKTEL** boasts of the widest international roaming service in the market connecting 315 operators across 170 countries. In addition, **AKTEL** is the first mobile operator to connect Tetulia and Teknaf, the northern and southern most points of Bangladesh. **AKTEL** was also the first to provide seamless coverage along the Dhaka-Chittagong highway. With a network covering all 61 (allowable) districts of Bangladesh, coupled with the first Intelligent Network (IN) Prepaid

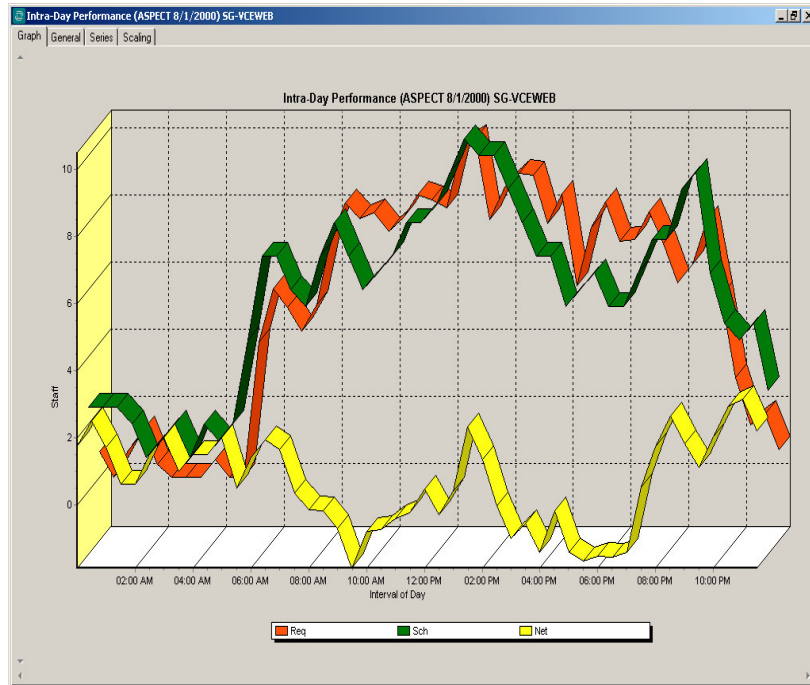
Platform in the country, **AKTEL** is geared to provide a wide range of products and services to customers all over Bangladesh.

#### The Challenge

- Difficulty in tracking and managing a huge workforce manually
- A relatively new team for workforce management
- Hectic scheduling that needed considerable amount of time to plan, work and rework the workforce schedules
- Agent schedule adherence in real time
- Monitor agent productivity in terms of agent login/logout & schedule adherence

## The Solution

Based on industry-acclaimed TCS technology, Aspect eWorkforce Management (eWFM) enables accurate planning, efficiently managed and optimized performance of multi-skilled, multi-channel, multi-site and outsourced staffing resources. With a productive and empowered agent population, the profits and customer satisfaction are maximized. Reduced staffing costs and turnover, enables delivery of superior customer service and improve contact center's overall performance to better meet the company's business goals.



## Project Management

Network Programs India Ltd.

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## Customer

Aktel (TM International, Bangladesh)

## Target Groups

Customer service personnel, Workforce management teams, IT departments.

Aspect eWFM is a scalable solution that utilizes industry standard hardware and software and integrates with all leading ACDs and predictive dialers to reduce complexity and operational costs. As the markets leading workforce management solution, Aspect eWFM makes sure that the right number of agents with the right skills across all locations, for the smooth round-the-clock running of the contact center.

## Aspect eWFM & RTA/AP For AKTEL

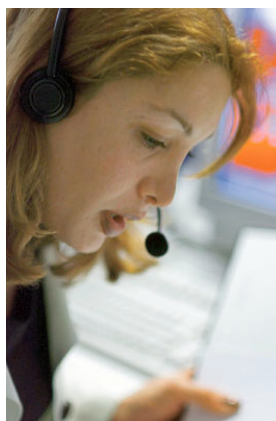
### Features

- Accurate demand forecasting that reduces staffing costs by accurately forecasting demand for all channels based on historical contact volume and handle time data; create “what-if” scenarios to evaluate future needs or campaigns
- Robust multi-skill support that realizes the efficiencies of using multi-skilled agents and allows one to generate optimal forecasts and schedules, and identify optimal skill combinations based on the agents’ skill set
- In-depth performance management analysis and reporting for making quick, effective staff management decisions that optimize agent and contact center performance by comparing actual performance to the goals
- Seamless integration with other contact center applications to reduce complexity and operating costs by automating many labor-intensive processes through integration with other contact center technologies, such as ACDs
- Proactive agent productivity and adherence monitoring to increase agent productivity through historical reporting and real-time monitoring tools that ensures that agents adhere to the schedules created, and helps to identify

agents or groups who are the most or least productive

### Our Service

- Complete project management
- Verification of hardware and software OS
- Solution implementation.
- System integration with Ericsson ACD
- Managed support services



### The Benefits

- ◆ Reduced costs and resources required for schedule management and analysis through new automation
- ◆ Enhanced security features for greater control and management
- ◆ Increased automation of administrative functionality to make your center more efficient
- ◆ Increased preference-based scheduling features to take into account business policies, and also work rules support to comply with standards in EMEA
- ◆ Improved intra-day management to effectively managing your operations throughout the day
- ◆ Extended usability features that provide for an enhanced user experience and reduced training costs
- ◆ Increased ROI through automation and streamlining of tasks and processes

### Contacts

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