



We record & analyze communications

CASE STUDY - RATP Paris, France



Regie Autonome des Transports Parisiens (RATP)

The Public Transportation of Paris (Regie Autonome des Transports Parisiens (RATP)) was founded in 1949 and currently supports 45,000 employees. It provides public transportation for 7.3 million riders per day and covers a network of 3,400 kilometers by bus. RATP also runs 31 tramways, 150 trains and 311 subways. The company aims to offer the best service at the best cost.

ASC telecom AG

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal vital information, enabling companies and organizations to considerably improve their value creation. Contact centers enhance customer service, efficiently deploy staff and increase productivity.

„ASC provided a versatile solution, completely integrated with our pre-existing infrastructure. Its French subsidiary, ASC telecom SASU France, met our manifold requirements with cost control and customer support to guide us every step of the way.“

Eric Arbillot, Contact
(Center Manager for RATP)

Public Transportation of Paris (RATP), Paris

ASC installed MARATHON EVOLUTION and INSPIRATION_{pro} at the Public Transportation of Paris (Regie Autonome des Transports Parisiens (RATP)). The solution provides communications recording and quality management for all agents and supervisors at RATP's contact centers.

The Client: Public Transportation of Paris

RATP is a public service company managing the largest multi-modal network in France with 7.3 million riders per day. Agents at its contact centers handle requests for information, services for the handicapped and complaints as well as emergency situations.

Facts about RATP

- Founded: 1883 (CMP); 1949 (RATP)
- Employees: 45 000
- 3.400 km Bus Line
- 31 Tramways
- 150 RER/Trains
- 311 Subways
- 7,3 Millions passengers per day (2002)

The Challenge: Recording and Quality Management Solutions for all agents and supervisors at RATP's contact centers

RATP now uses bulk recording to improve agent performance. ASC's solution includes free seating, recording of computer-screen transactions and call-tagging based on agent ACD activity. Recorded calls will also be tracked for security reasons, such as identifying and playing back threat calls.

Eric Arbillot, Contact Center Manager for RATP said, "ASC provided a versatile solution, completely integrated with our pre-existing infrastructure. Its French subsidiary, ASC telecom SASU France, met our manifold requirements with cost control and customer support to guide us every step of the way."

Georges Pradon, General Manager of ASC France, added, "We are pleased with RATP's satisfaction since it demonstrates our ability to meet complex customer demands in a rigorous environment. Ultimately, we are providing a public service by improving the performance of RATP's agents."

ASC Installed MARATHON EVOLUTION and INSPIRATION_{pro} at the Public Transportation of Paris

The ASC systems are integrated with Alcatel products including PBXs, IVRs and ACDs. The contact centers Championnet and Cours de Vincennes share one multi-site INSPIRATION_{pro} server.

MARATHON EVOLUTION, an universal communications recorder, preserves all customer interactions for up to thousands of channels. The system may be configured to record, live monitor and archive diverse communications from one location and to provide search and replay capabilities locally or via LAN / WAN, intranets or the Internet. The distributed recording mode connects multiple recording platforms, departments or locations and automatically transfers the data to a central INTERACTION platform for online access.





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INSPIRATION_{pro} provides access to calls through a browser-based interface with flexible templates for evaluation and scoring. The solution uses the industry-standard Crystal Reports, and agents may train by listening to their own calls.

About ASC

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal information, enabling companies and organizations to considerably improve their value creation: contact centers enhance customer service, efficiently deploy staff and increase productivity.

ASC's software solutions are used in contact centers to continuously measure and improve the quality of customer contacts. Data from all communication levels in contact centers are collected, brought together and evaluated to help train agents and optimize customer service. Based on the content of recorded calls and screen activities, INSPIRATION_{pro} reveals improvement potentials in contact center operations including processes, marketing, sales activities, time of reaction and problem analysis.

ASC subsidiaries and sales offices in France, Germany, Japan, Poland, Singapore, Switzerland, UA Emirates, UK and USA as well as certified, powerful distribution partners realize ambitious customer projects all over the world. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.

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(Georges Pradon, General Manager of ASC France)



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