

El Manara Group

CUCM

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Executive Summary: Our plan is to create Cisco unified communication manager in our organization to be in the top five in the marketplace inside Egypt, enhance communication between technicians & customers, and Enhance team skills and capabilities. This project will improve collaboration and increase productivity.

Project Goal

SMART: *Specific, Measurable, Attainable, Relevant, and Time-bound*

- El Manara Group will be in the top five in the marketplace inside Egypt by raising the customer retention rate by 40%, decrease the number of delayed visits from 30% to 10% after 2 months of launch, attract new customers by 5% every quarter and 20% by the end of the year, and train the team within 30 days to improve the organization.
- Enhance communication and align on project milestones by holding weekly progress review meetings with 100% team attendance for the next 7 months.
- Raise the call center agents' proficiency to 95%, the technical support proficiency to 98 % by the end of the project, and IT engineers to be aware of the system to handle any future issue by 99%.
- Track The Performance of everything related to customer calls by extracting 99% accurate customer call reports in the next 7 months, and ensure 90% of calls are answered within 30 seconds and Maintain an average call handling time of under minutes.

Deliverables

- Set up CUCM to Centralize communication.
- Training for users, agents, and technicians
- User manuals & guides for training sessions.
- Migration with the legacy system.
- Integration with CRM.
- Warranty and system license.

Business Case / Background

Why are we doing this?

- We are facing significant challenges due to a malfunctioning call transfer system, leading to a disconnect between technicians and customers. This issue results in technicians being forced to use the call center for customer contacts, causing delays and frustration. Customers frequently encounter issues with the IVR system during outages, wasting their time and negatively impacting their satisfaction.
- Additionally, unrecorded calls during these outages have led to complaints about unprofessional technician behavior, including financial exploitation of customers. These problems have led to canceled visits.
- The effect of these issues is that Customers expressed frustration with the service due to poor treatment from technicians and instances of being scammed, as calls were not recorded. Outages led to canceled visits, and customers struggled to reach technicians, wasting time and losing credit without any notification of the system issues.
- The impact of these issues are loss of trust, and increased customer complaints on social media, damaging the company's credibility and reputation, loss of customers and revenue.

Benefits & Costs

Benefits:

1. Increased customer satisfaction.
2. Enhance the collaboration between departments.
3. Improve reputation & credibility in the market.

Costs:

- CUCM software licenses
- New hardware (Servers, IP phones and devices, and Networking equipment).
- Training and education costs.
- Integration cost.
- Administration costs.

Budget needed:

- EGP730,000

Scope and Exclusion

In-Scope: System Installation, hardware and software configurations, training for users, test and validation in UAT (user acceptance testing), integration with CRM, migration with legacy system.

Out-of-Scope: Long-Term Maintenance and Upgrades, and Purchasing devices or accessories unrelated to the CUCM system.

Project Team

Project Sponsor: CEO.

Project Lead: IT manager.

Project Team: IT Sector, Call center agents, Technicians, operation department, and PMO team.

Additional Stakeholders: vendor, Marketing Director, Investors.

Measuring Success:**What is acceptable:**

- Uptime percentage 99.9% and 0% dropped calls after implementation.
- Train at least 95% of users before launch.
- 50% credibility increase for El Manara group.