

Credit Union Australia

Highlights

■ **Challenge**

Implement a new Internet Protocol (IP) based telephone system at CUA's new head office in Brisbane.

■ **Solution**

A Cisco IP Telephony solution based on an IBM xSeries, together with call centre software by Performance Solutions Australia.

■ **Why IBM?**

Proven background, flexible pricing and the ability to accommodate Performance Solutions Australia (PSL) call centre software into the solution. In addition, the professionalism of the technical project team and the fact that IBM could offer Credit Union Australia (CUA) the necessary skill set and maintenance services from a single vendor.

■ **Key Business Results**

-Improved customer service via more effective call management
-Future cost savings from reduced IT management of a single integrated voice and data network.

■ **Business Partners**

Cisco Systems and Performance Solutions Australia



Credit Union Australia (CUA) is Australia's largest credit union with more than \$1.4 billion in assets, 170,000 members and 41 branches across three states.

CUA has a responsibility to protect its members' Funds and doesn't have the financial resources of a large bank or insurance company for IT investments, so it is essential that technology investments are durable and able to stand the test of time.

Previously, CUA had been using a Fujitsu 9600 PABX for its telephony needs. The old system required replacement as it lacked support for ISDN connectivity and the capacity to integrate automation or a fully functional call centre solution.

CUA was planning a new LAN infrastructure with the move to the new head office, Cisco's IP telephony provided an integrated solution.

"Our timetable was constrained but we had no option – it had to happen. Despite delays in the new building being available for fitout, IBM was flexible enough to make it happen, working the hours necessary to ensure our systems were up and running on schedule."

Barry Los
MIS Manager
Credit Union Australia

The Business Challenge

When CUA were looking to upgrade their infrastructure a major consideration was whether the proposed solution would be flexible and robust enough to support future needs – whatever those needs might be.

"Our technology must have longevity. We can't afford to prematurely reinvest a little further-down the track.

We look strategically, to purchase innovative and lasting solutions. We aim to get the maximum useful life out of our IT investments".

*Barry Los
MIS Manager
Credit Union Australia*

In the case, of the new IBM IP Telephony solution, it allows for significant expansion when required. For example, the volume of calls, number of PCs on the network and operator handsets can all be increased as required, within a single infrastructure.

The IBM Solution:

The IBM solution implemented at Credit Union Australia included both Cisco hardware and PSL call centre software. The solution entailed the complete replacement of CUA's telephony and data environment, and will initially be used in the company's head office, in Brisbane. PSL call centre software will provide a new windows based, graphic interface.

Deployment was completed in just one week and was finalised in May 2002.

In the light of CUAs' business requirements, an IP Telephony solution was logical and appropriate, as it integrated both voice and data into a single network.

Barry Los believed that "an integrated voice and data network was a good strategic move for CUA, providing a platform from which to deploy integrated cost effective applications in the future."

The Business Benefits

One of the key benefits of the CUAs' new IP Telephony solution is improved customer service via more effective call management processes.

Furthermore due to the architectural design of the IBM solution, CUA now have redundancy in the voice and data environment that was not previously available.

Future cost savings are also envisaged within the IT department managing a single, integrated network as opposed to the previously separate voice and data infrastructures.



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