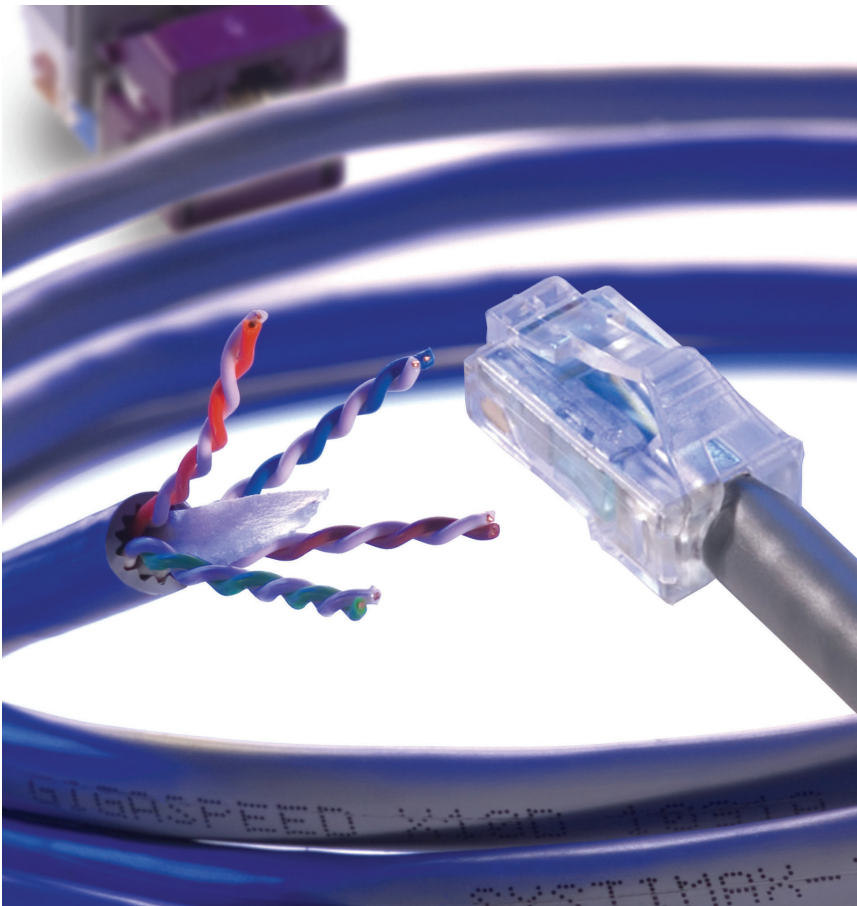


## TAITBOUT Group Successfully Implements New Voice-Over-IP Call Center with CommScope

To handle growth and improve customer service, French insurance company chooses CommScope's SYSTIMAX® Solutions for performance and reliability



As the “Baby Boom” generation retires, French insurance companies anticipate a big increase in activity. To handle this, the TAITBOUT Group, a leader in management of pension funds, savings schemes and health care, decided to build a new Voice-Over-IP call center to improve service to current and future customers.

All business areas of the TAITBOUT Group will be affected by growth in activity, so it also required a complete overhaul of its IT infrastructure. With customer service as its top priority, the Group wanted to match new technology with the need to provide high quality and tailored responses.

The Group's customer base includes 661,000 retired people and eligible parties together with 866,500 contributors. These are served by 93,200 member companies receiving over \$2.7 billion in contributions. In addition, it serves 5,080 client companies in provident schemes and has \$17 million in social action payments.

This business is divided between four main operating divisions. These are Supplementary Pension Schemes, Provident Schemes, Retirement Schemes and Save-As-You-Earn and Healthcare Schemes. The new infrastructure will serve all of these divisions together with a specialist unit handling expatriate social protection and social action.

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To meet immediate and future communications needs, the Group wanted an integrated IP telephony platform. The challenge for its cabling infrastructure supplier, CommScope, was to extend the capacity of the network infrastructure to support IP technology. At the same time it also had to optimize the application migration costs.

To build an enterprise network architecture that could meet all these requirements, CommScope supplied solutions from its SYSTIMAX Solutions™ portfolio. These solutions offered the performance and reliability that was needed, and were backed by know-how and strong integration skills.

The building housing the new IP call center was being renovated as it was re-cabled and had no equipment installed. This gave extra freedom to design and install an efficient, flexible infrastructure.

For this purpose, CommScope recommended the installation of the SYSTIMAX GigaSPEED® X10D copper cabling solution. The GigaSPEED X10D Solution meets the full performance requirements of the new TIA Category 6A and ISO Class E<sub>A</sub> specifications developed to guarantee transmission speeds of 10 Gb/s over distances up to 100 meters.

This performance level exceeds specifications of the IEEE 802.3an 10GBASE-T standard relating to cabling channels. As a result, the GigaSPEED X10D Solution can support all the TAITBOUT Group's current and planned systems, including its new IP telephony application and call center. The center is designed to take 900 calls a day with average call durations of nearly five minutes.

In addition, the GigaSPEED X10D Solution is compatible with earlier generations of SYSTIMAX cabling. Commenting on this, Didier Boucard, Buildings Director of the TAITBOUT Group, said : “We believed that the SYSTIMAX GigaSPEED X10D cabling was the most suitable for our new IT and telephony applications and our existing systems”.

“Over the last 9 years, for reasons of system continuity, the remote sites of the Group were based on SYSTIMAX cabling, both in and outside Paris”, says Didier Boucard. “Homogeneity between the existing infrastructure and the infrastructure to be implemented - and the large financial investment involved in such a radical change, pointed us towards a technically proven and economically viable solution”.

Following the implementation of its IP platform, the TAITBOUT Group is looking at extending its SYSTIMAX infrastructure. This integrated approach to all its operations, underpins its aim to provide straightforward and clear customer service with a human face. At the same time, it will have the flexibility to adapt as customers' requirements change.

Commenting on this, Jean-Luc Esculpavit, Technical Manager, SYSTIMAX Solutions, CommScope France said: “In service industries generally, customer service staff have been held back in giving the responsive service they want to deliver by limitations in their technology. New call center systems are overcoming this but, to work to their full potential, they need very high performance network infrastructure. 10G cabling in the SYSTIMAX portfolio is the ideal foundation for IP call centers and other applications designed to meet the demands for ever better customer service.”

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