





The Spanish Red Cross, founded in 1863, has had a crucial role at significant moments of recent Spanish history. At the 11 March 2004 terrorist bombings in Madrid, it mobilized over 900 volunteers in medical, forensic and psychosocial support teams, blood donations, telephone coverage (including international tracing) and emergency response planning.

Spanish Red Cross is one of the largest voluntary organizations in Spain with 52 “Provincial Committees”, 17 “Regional Committees”, 627.000 members and 147.000 volunteers. It has 7000 paid staff, and its main activities are social care (supporting the most vulnerable people), health services, international cooperation and emergency response.

According to recent surveys, it is the best known, most highly renowned institution in Spain.

It is a highly decentralized organization. Its regional and provincial offices have open, participative structures and an organization culture that emphasizes the value of volunteering. The majority of activities are carried out by volunteers, especially at times of crisis, but also on day-to-day activities. This type of organization requires specific and highly demanding communication and interaction management systems.

“We wanted to increase operational efficiency and the quality of service to our members and to the general public. The Altitude uCI 7 solution enables the efficient management of a public service, while keeping with our organization decentralized nature and allowing us to keep the value of volunteering.”

Mrs. Rocio Calvo,
Information Systems Director
Spanish Red Cross

IP Solution Enables Multisite and Provides Flexibility

To meet this challenge, Altitude Software deployed Altitude uCI 7, a customer interaction management solution, supported by a “pure IP” communication infrastructure, integrated with PABX’s from two different vendors and using IP phones. The new Spanish Red Cross contact centre is a multichannel solution (with inbound and outbound voice, and email), scheduled to integrate chat and web collaboration, adding to a complete multichannel solution totally integrated with existing corporate applications.

Cruz Roja Española

- Largest Volunteer Organization in Spain
- Social care, health services, emergency response
- 69 Committees, 861 branches
- 627.000 members
- 147.000 volunteers
- 7000 paid staff

The Contact Center works around the clock, seven days a week (using 902 22 22 92, or informa@cruzroja.es), as a virtual contact centre, relying on local and remote agents on multiple locations, each using specific agent applications for work in activities and campaigns such as Member Assistance, Emergency Fundraising, Remote Social Care, General Public Information and Assistance.

The Altitude solution also enable agents to access and use customer-related, interaction-relevant information.

Efficient Resource Management

Among the business benefits of the Altitude uCI 7 solution deployed at the Spanish Red Cross are multisite networking, multimedia handling on a single platform, and reduced CTI deployment, overall maintenance and support costs.

It enables the Spanish Red Cross to provide personalized customer service and maintain consistent customer information across all communication channels. The Altitude uCI 7 supports networked contact centers and innovative tools that allow the rapid deployment of business services and campaigns. It has allowed an easy integration with the Spanish Red Cross information sources and applications, enabling its contact center to reach new levels of efficiency and boost the organization's ability to implement flexible, decentralized and efficient emergency response and member support.

The solution deployed at the Spanish Red Cross integrates Altitude Voice (Inbound and Outbound); Email; and Collaborator. It uses Altitude uSupervisor for management, and Altitude Scripting and Unified Integration Network to enable integration with corporate applications and the rapid deployment of new activities and campaigns.

Business Benefits

- **Higher Productivity**
Efficient resource management with centralized management and distribution of information - rich customer interactions;
- **Unified Interactions**
One access number and web collaboration. Interactions routed through dedicated applications and scripted campaigns;
- **Quality Interactions**
Agents access customer related, interaction relevant information;
- **Outbound Automation**
More efficient, better managed fund raising, member information updates, etc.
- **Centralized Management of Distributed Interactions**
Easy integration of distributed agents, working from provincial bureaus, from home, or on the move.

Solution Benefits

- **Virtual Contact Center**
One virtual contact center, supported on two different PABX's with local and remote agents at a number of locations, at home or on the move.
- **Intelligent Interactions**
Agents enabled to build access and use customer-related, interaction-relevant information.
- **Multi-channel, Multimedia**
Integrated management of inbound and outbound calls, e-mails, SMS and faxes. Web collaboration on existing corporate portal.
- **Productivity Tools and Information Repositories**
Easy integration with existing corporate applications, outbound automatization, dedicated applications and scripted campaigns.

“The Spanish Red Cross is a complex, dynamic organization, with numerous locations, partially relying on volunteers to meet enormous demands at times of crisis” remarks Mrs. Rocio Calvo, Spanish Red Cross Information Systems Director. “We wanted to increase operational efficiency and the quality of service to our members and to the general public. The Altitude uCI 7 solutions enable the efficient management of a public service, while keeping our organization decentralized nature and allowing us to keep the value of volunteering in the community.”

Flexible, Evolving Contact Center Solution

“Altitude Software partnered with Red Cross to develop a flexible, evolving contact center solution that enables managed multichannel interactions within a distributed, multisite contact center, intelligently routing calls to local, remote and volunteer agents”, stressed Mr. Rogério Neiva, Altitude Software Spain General Manager. The project’s first phase, already concluded, includes local agents in Madrid and remote agents in Barcelona, Valencia, Coruña, Tenerife and some other cities. Planned deployments will, in time, include more locations and agents, with a number of new applications and campaigns all centrally managed and distributed, but locally implemented.

Solution Description

- Altitude uCI 7
 - Altitude Voice (Inbound and Outbound)
 - Altitude Email
 - Altitude Collaborator
 - Altitude uSupervisor
 - Altitude Scripting
 - Altitude Assisted Server 7.1
 - Altitude uRouter
 - Unified Integration Network
 - PABX Switches: Avaya S8300, Ericsson MD110
 - Applications: Oracle 8.1; Microsoft Exchange Server
 - 24x7 Support
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