FULCRUM Logic
Rapid Implementer of Technologies

"Fulcrum Logic fulfills the client's urgent need of the hour by building a scalable and robust platform to offer high availability to its customers when they called in."

Industry
Computer Telephony &
Costumer Contact Center

Technology Used
Java,
J2EE,
JAVA Swing,
JMS,
Hibernate and XML

Brief History

The client delivers cost-effective, standards-based telephony solutions - implemented directly and through strategic partnerships, and is one of the world's first end-to-end Contact Centre systems based on PC technology. Today, they assist nearly 80 UK local authorities in providing a citizen-centric approach to customer service - as well as achieving their e-government and CPA targets - while remaining conscious of Best Value practices.

Project Challenges

The main challenge of many traditional contact centers is to gear them to deal with the ever expanding range of technologies and devices - from PC and Smartphone-based services such as email and web chat, to mobile phone services such as SMS and MMS. The client required a solution that would provide a platform capable of handling multiple calls and that would be compatible with various technologies. They also had to help increase customer satisfaction for their clients by improving the quality of the service offered.

Solution

Fulcrum fulfilled the client's urgent need of the hour by building a scalable and robust platform to offer high availability to its customers when they called in. The solution was written in Java, J2EE, JAVA Swing, JMS, Hibernate and XML. It uses gateways to interface with each of these supported technologies. The platform

has been designed to be distributed and fault tolerant, installed on a customer site as Customer Premises Equipment (CPE) or hosted within a telecom network to provide a range of value added services to the Telco operator's customers.

Managing the system involves a set of screens running on the customer's PC or other device, requiring only a Java Virtual Machine to operate. Management comprises configuring the system where changes are instantly made active, and reporting is both in real-time on the screen, and through historical paper reports.

Benefits:

• This solution addressed the problem of customer retention and solved it considerably

• Capacity to handle an ever increasing technology spectrum by creating gateways that would interface with multiple technologies

• It added functionalities like multi-tenancy and facilitated system management

• Reports could be generated both real-time on the screen as well as through historical paper reports

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