

Company:	Avaya
PR Contact:	Priyanka Padiyar (priyanka.padiyar@theportsmouthgroup.com)
Posted By:	Lara Lynn Golden (press@ameinfo.com)
Published:	United Arab Emirates, Sunday, November 25 - 2007 at 12:09 (GMT+4)
Media Value:	US\$ 3,250 (based on reach of audited readership)

Future Technology deploys Avaya call center solutions at Americana

Future Technology, an Avaya Gold Partner, has announced the successful implementation of Avaya Call Centre Solutions at Americana UAE, the regions pioneer in the food industry.



Americana will deploy Avaya's call centre solutions to handle home delivery orders for its Pizza Hut, Hardees, and KFC outlets around the UAE.

The rising volume of customer calls, increased costs, and different call centre location across the UAE led to Americana wanting to consolidate its call centre operations to boost productivity, increase efficiency, and enhance its operations. Americana's call centre in Sharjah currently handles a huge volume of calls per day.

'Avaya will equip Americana with a state-of-the-art call centre solution capable of handling a huge volume of calls, store customer data, and allow customers to email their orders,' said Nicolas Magem, sales manager at Future Technology. 'A scalable systems means that Americana also has the option of increasing the number of call centre agents as the business grows.'

Prior to implementing Avaya, Americana's call centers handled customers delivery calls from across the UAE. While the legacy system contained all customer data, the system lacked the capability to handle the rising volume of calls, resulting in increased number of calls in queue, and dropped orders. Different call centers across the UAE also meant more call centre agents, more licenses, and a consequent loss of business.

'We wanted a performance oriented solution as our business grew, Avaya answered our call with its value proposition, multi-channel approach and scalable system that would enhance our growing operations around the UAE, Avaya's solution is capable of handling a huge volume of calls, and we are able to reduce costs on managing various call centre locations, as well as enhance our agent productivity. We are certain that this solution will help increase the efficiency of our call centre agents, boost productivity and result in increased business and happy customers,' added Magem.

Americana is the Middle East's most successful group of companies operating consumer foods, restaurants, and food-related products. Americana operate almost 800 restaurants across 66 cities with several international franchises like KFC, Hardee's, and Pizza Hut and a wide range of consumer foods manufactured in 15 factories in 5 different countries and marketed across the region with well-known names like Americana Meat, Americana Cake, Farm Frites, California Garden, Heinz, Koki, Green Land and much more.

Notes and Media Contacts

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve marketplace advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500 (R), use Avaya solutions for IP Telephony, Unified Communications, Contact Centers and Communications-Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.

The Portsmouth Group

Amber Dale

Telephone +971-4-3693575

Disclaimer

Any opinions, advice, statements, offers or other information expressed in this article posted on the AME Info Web site are those of the authors and do not necessarily reflect the views of AME Info FZ LLC. AME Info FZ LLC is not responsible or liable for the content, accuracy or reliability of any material, advice, opinion or statement in this article. Articles posted on AME Info are automatically distributed to global news providers like Bloomberg, Financial Times, KnightRidder, LexisNexis and Reuters among others as well as indexed by major news aggregators such as Google News, Yahoo! and Newsnow for additional exposure.

AME Info FZ LLC - PO Box 502100, Al Thuraya Tower 1, 20th Floor, Dubai Media City United Arab Emirates
Phone: +971(4)3902700 - Facsimile: +971(4)3908015 - press@ameinfo.com - <http://www.ameinfo.com>