



- > Internet-enabled call center network more efficiently and cost effectively maintained and expanded by Anexinet's Infrastructure Team.
- > Major Bank and Credit Card Issuer leverages outsourcing to Anexinet to avoid costly project delays and issues of IT staff training and retention.

## Anexinet Infrastructure Team More Cost Effective for Maintaining Major Credit Card Issuer's Call Center Operations

### The Challenge

The call center operation of a Delaware-based banking and credit card company—among the largest credit card issuers in the U.S.—employs an intelligent call routing platform that operates in conjunction with their voice carrier. The platform, Cisco's ICM (formerly known as Geotel), saves the bank millions of dollars in carrier charges. It also tracks, moves, and stores call data to provide call center agents with information about cardholders prior to a call being answered. The bank needed hard-to-find expertise to support their ICM installation and to propagate the platform to additional call centers, including those owned by third-party companies.

### The Solution

Anexinet provides the hard-to-find resources to support the bank's ICM configuration and help manage new projects, such as the installation, configuration, standardization, and documentation of new servers. Specific expertise in Cisco ICM v4, Microsoft NT Server 4.0, and Microsoft SQL Server 6.5 benefits this customer.

### The Benefits

By leveraging the overall systems experience and specialized Cisco ICM support services of Anexinet's Infrastructure Team, the bank is able to maintain and expand its call center platform. Among benefits, the bank avoids project delays in supporting its call center operation, where it otherwise could not do so as efficiently or cost effectively. The bank also avoids costly personnel issues of retention and training associated with Cisco ICM.

**Anexinet** automates business processes to improve operational performance, competitive advantages, and IT value with qualitative and quantitative return on investment. Solutions leverage the domain expertise of experienced consultants and business professionals, based on a proven Program Management Office (PMO) delivery model that harnesses more than 20 years of industry best practices. Anexinet's PMO provides consolidated real-time management for all aspects of solutions planning and delivery. Automated, client-focused enterprise project management keeps solutions on track, within time and budget, and aligned with client objectives.

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