

## Call Center Application

### Client Overview

The client is a full-service business development group and general management consulting firm that focuses on small to medium-size privately-held companies in North America. The company has helped more than 100,000 small and medium-size businesses. By maintaining a positive cash flow, controlling costs and accelerating profitable growth, both entrepreneurs and managers can make the most of their work and lives. The company has 1,800 full-time employees and is regarded as one of the fastest growing management consulting companies. Because they are placed at such a high regard, they have more experience in providing consulting services than any other company.

### Challenge

The company has been using a paper based sales process that has been extremely slow. This process required an enormous amount of management overhead to ensure it was working efficiently. The extra time spent on this process lost leads and caused improper tracking mechanisms. The company decided to automate their 15 year old system.

### Creospan's approach

Creospan's approach to creating the software solution was a process that involves the client throughout the entire development process. This process was divided into six major phases including the initiation, analysis, design, build, test, and deployment steps. The initiation step sets the scope for the project and defines the client vision. The analysis step is used to determine the business requirements for the development project. Business rules and processes are noted and the software development process is created. The design step is used to create a technical design for the new system. The design includes an object model, database model, screen mockups and report mockups. The build step is where the software is coded and tested by a software developer for any technical issues. In the test step, the software's effectiveness is tested against specific cases that were written during the design step. The entire software solution is tested by the development team. Then, the client tests the software solution as part of the user testing and acceptance phase. The last phase is the deployment step where the software solution is released into the client's production environment.

### Technical Solution

Creospan proposed to execute a 350 user project of a Call Center Application Solution to be developed on the Microsoft .NET platform utilizing custom C#.NET code and an MS SQL Server 2005 database. The solution would integrate with the Cisco AVVID (Architecture for Voice Video and Integrated Data) infrastructure via a TAPI interface. The solution automated the current paper based sales process.