

# Thetrainline.com

## Case Study

### Situation

Trainline required the flexibility to utilise a number of new BPO service partners in the UK and India and were finding that the incumbent technology was prohibitive in achieving this goal. The business strategy was to have the flexibility to increase service delivery to the more successful partners and shrink the service to the poor performers. To achieve this, a flexible network and centrally hosted technology delivery was required.

Trainline's incumbent technology delivery had developed over the past six years based on utilising services from a large number of technology suppliers. This approach created a number of issues both commercially, technically and from a day to day support management. Obrar were asked based on their previous work and successes within Trainline, to design a new technology infrastructure and produce invitation to tender documentation for a new MPLS network, Voice over IP, IVR and ASR platforms and to integrate all of this new infrastructure into their existing dual data centres.

### Action

Obrar worked with Trainline's business and technology teams to document the requirements for a new technology infrastructure, operational service and performance deliverables and service and operational processes.

Obrar transposed this information into Request for Proposal RfP documents and issued these to market leading telecommunications carriers and suppliers. Our consultants managed the end to end RfP process including formal Q&A's, managing technical, commercial and business questions and their responses (within a 24 hour SLA), response returns, evaluations and scoring of the responses.

Our consultants presented to the Trainline senior management a detailed presentation of each of the two leading suppliers for the MPLS network, VoIP telephony delivery, IVR and ASR deliveries. In addition full business case justification was prepared with a RoI business case of 13 months based on existing operating budgets.

The Trainline board approved the Obrar recommendations and requested Obrar to manage the commercial negotiations with the relevant suppliers. Based on our past experience we were able

to ensure that structure contract terms were delivered in Trainline's favour at the optimum cost of delivery. In addition our consultants produced managed service operational and service level agreements as well as a balanced performance score card to ensure the service is managed to the correct levels each week/month.

## Results

- Replacement to single carrier managed MPLS network 30% reduction to yearly network budget
- Implementation of centralised VoIP Avaya platform to deliver to on-shore and off-shore contact centre locations with a RoI of 13 months for over 1,000 front office agents.
- Design of self-service voice portal with a RoI of 10 months over incumbent operational costs.
- Full managed service delivery against stringent SLA's
- Balanced performance score card to ensure month on month service and commercial performance is delivered.