



## Sodexo India

Alcatel-Lucent helps Sodexo Motivation Solutions in India to lower telecommunications costs by 30 per cent



## CUSTOMER AT A GLANCE

Sodexo India

www.sodexo.co.in

Industry: Sodexo Motivation Solutions

Group revenues: €15.3 billion (across all group operations)

Number of offices: 10

Number of employees: 400

Number of corporate clients: 10,000

## CHALLENGES

- Support year-on-year growth, which has substantially increased call volumes to the company's headquarters.
- Replace an outdated telecommunications system that could not support the demands of the business.
- Deploy an appropriate cost-effective enterprise solution to satisfy current and future business needs.

## New telephone system supports growth and future developments

Sodexo, a French multinational corporation headquartered in Paris, specializes in Motivation Solutions and On-site Service Solutions. The Group is present in 80 countries and has consolidated revenues of 15.3 billion Euros offering services to all sectors including the corporate, government, correctional services, defence, education, healthcare, and leisure sectors.

Motivation Solutions offers more than 100 products and services in different countries. Over 375,000 organizations use Motivation Solutions offerings (Meal Vouchers, Gift Vouchers, Meal Cards and Sodexo Performance Suit, etc.) to provide innovative benefits to their employees and business partners.

## Sodexo SVC in India

Since its creation in 1996, Sodexo SVC India has experienced phenomenal organic growth. Based in Mumbai, the Indian operation has ten regional offices, employs approximately 400 people and delivers Motivation Solutions to over 10,000 corporate clients. Over two million beneficiaries use a Meal Voucher, Gift Voucher or Meal Card every day, within a customised network of more than 27,000 merchant establishments.

Sodexo SVC India's two key offerings include Meal and Gift Voucher Services delivered in over 650 locations across the country. The process involves understanding clients' Motivation needs and providing creative services, with comprehensive support. Sodexo Meal Vouchers and Gift Vouchers are the most preferred vouchers by 'corporates' and their employees and enjoy enviable brand recall in the Indian market.

Sodexo SVC India, while experiencing rapid growth, had felt a need to expand and upgrade its existing telecommunications systems, to cope with the demands of an increasing client base. "We were using an older generation Electronic Private Automatic Branch Exchange which lacked further scalability to support our business growth," says Charmaine Sequeira, Vice President and Head - IS&T, Sodexo SVC India. "Moreover, in our constant endeavour to improve the client experience, in the immediate future we wanted to deploy a self-service Interactive Voice Response (IVR) capability. We therefore required a modern telecommunications platform with the scalability to handle our future requirements."

## Existing exchange lacks scalability

Sodexo SVC India's head office had a relatively small business telephone system, which was unable to cope with the call volumes needed for a fast growing business to coordinate activities throughout the country. The system had separate exchanges in each location, so with rapid business growth inextricably linked to a relentless rise in call volumes, the system frequently had difficulties handling the number of calls, and calls between offices were difficult to route and incurred charges from the public service network. Sodexo India therefore needed its system to be easier to manage and to have very high levels of uptime, in order to help the business deliver the increased productivity needed for continuing growth.

## A win-win situation

Sodexo SVC India opened negotiations with several vendors including ABS India, a leading enterprise communications solutions provider for the Indian subcontinent and an Alcatel-Lucent partner, to resolve the reliability and



capacity problems it faced with its old head office telephone system. The company simultaneously renegotiated its public service network contract with Bharti Airtel Limited for a Closed User Group (CUG) solution across all Indian offices.

“After evaluating several solutions, we chose the Alcatel-Lucent solution due to its excellent technical features and the company’s highly competitive offer. The balance between functionality and cost was very attractive,” explains Sequeira. “We will benefit from a very cost-effective solution, better service quality, and high-end scalability.”

## Enterprise solution wins the day

The Alcatel-Lucent OmniPCX™ Enterprise Communication Server solution provides multimedia call processing capabilities for both Alcatel-Lucent and third-party phones, based on a highly scalable software communications server platform. This advanced solution offers Sodexo SVC India traditional telephone functionality and IP telephony capabilities.

The decision to select Alcatel-Lucent was confirmed by the successes Sodexo has achieved using Alcatel-Lucent solutions for voice, local area networks, WiFi, and Unified Communications in France and other countries. “Positive feedback from Alcatel-Lucent clients in India that had implemented this platform was a key reason for favouring the Alcatel-Lucent solution. They emphasized the benefits of the solution’s uptime and ease of manageability,” comments Sequeira.

“In addition, unlike other major organizations within the Indian telecommunications market, we noted that Alcatel-Lucent offers enterprise-class solutions, digital telephony and voice guide capabilities. Furthermore, Alcatel-Lucent offers hardware upgrades to match future requirements, and the OmniPCX Enterprise solution is the ideal platform to support a unified communications environment. Since it was modular and scalable, we had the possibility of implementing Voice over IP and IVR at a later date.”

## SOLUTION

- Alcatel-Lucent OmniPCX Enterprise Communication Server.

## BENEFITS

- Helps lower annual telecommunications costs by 30 per cent.
- Excellent scalability satisfies the needs of a rapidly expanding business.
- Simplified system management saves time and money.
- Minimal downtime safeguards business continuity.
- Boosts productivity and creates a more collaborative working environment.

“The decision to select Alcatel-Lucent was taken after ensuring that it had the necessary infrastructure and partner network to support our requirements in India.”

Following the vendor selection process, ABS India designed, deployed, and configured the OmniPCX Enterprise Communication Server solution. “The seamless nature of the implementation was the most beautiful part of this project,” states Sequeira. “The migration took place over a weekend, the service we received was very good and, most importantly, there was no downtime during business hours.”

## Supporting future business needs

Today, some 200 users at Sodexo SVC India’s headquarters employ the new OmniPCX Enterprise Communication Server solution for multimedia call processing, for both Alcatel-Lucent and third-party phones, based on a highly scalable software communications server platform. Staff have already noticed some significant improvements to their working environment. They do not waste time dealing with communication problems as system manageability has improved appreciably and downtime is effectively non-existent, boosting productivity and collaborative working.

“The Alcatel-Lucent solution has definitely brought a more structured approach to managing voice telecommunications at head office. Now, there is only one system to manage rather than several junction boxes,” claims Sequeira. “Moreover, we have not experienced any downtime, a big bonus in a dynamic market that demands business continuity around the clock.”

Service and sound quality have also dramatically improved, whilst telecommunications costs have plummeted following the implementation of the project.

“Our telecommunications project had three main aims; create structured centralized cabling, implement CUG with newly negotiated rates, and deploy a scalable, cost-effective voice solution to satisfy the growing needs of the business. The Alcatel-Lucent solution has clearly achieved this last objective and, following completion of the project, Sodexo SVC India has achieved lower communications costs by 30 per cent. This was a win-win situation for all parties – Alcatel Lucent, the telecom service provider and Sodexo SVC India.

“Our management and employees are very satisfied with the Alcatel OmniPCX solution,” concludes Sequeira.

### BUSINESS PARTNER INFO

ABS India is Alcatel-Lucent’s dedicated business partner in India, with headquarters in Bangalore and an impressive presence across the subcontinent. The company builds, implements, and maintains some of the most complex next-generation communication networks to enable small, medium, large and multi-location businesses to exchange voice, data and multimedia information.

[www.absindia.net](http://www.absindia.net)



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SODEXO INDIA

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