

# Enterprise Mass Interactive Communications

Gaining Efficiencies through Integrated  
Communications Platform



JTC Corporation (JTC) is a provider of industrial real estate solutions and services in Singapore. Since its establishment in 1968, JTC plays an important role in supporting Singapore's economic advancement, with its mission to plan, promote and develop a dynamic industrial landscape for businesses.

To support the varied business needs of customers across all industries, from information technology, aerospace, engineering, chemical to biomedical enterprises, JTC requires a spectrum of dynamic solutions to ensure service excellence is maintained. In a bid to establish a pro-business environment, JTC needs to respond quickly to changes in customer demands and expectations.

## INTEGRATING COMMUNICATIONS FOR BROADCASTING

One of the services JTC provides to its customers includes a communications system that can reach out to the communities at the designated industrial parks during emergencies and crisis situations. JTC required a system to be implemented within a short time-frame of 6 months to achieve an improved system performance of broadcasting to a specified number of SMS and IVR calls within a stipulated period. Electronic Mail (Email) and Facsimile (Fax) capabilities will be further extended in the near future.



## CHALLENGES

- Reaching out to customers in the shortest time possible in a crisis
- Achieving system performance of broadcasting to meet specific service levels
- Integrating various technologies into existing mass communications systems

## SOLUTION

- Enterprise Mass Interactive Communications developed based on NCS On-Behalf infrastructure for SMS and technologies pertaining to CISCO IVR, Microsoft .Net and MSSQL.

## BENEFITS

- Enhanced facilitation of emergencies and crisis management
- Increased service levels to businesses
- Extended usage of systems to other JTC exercises

## COMPREHENSIVE COMMUNICATIONS FOR HIGHER SERVICE LEVELS

The intuitive functionalities and customised features also enable JTC to better manage emergencies, crisis situations and operational requirements, where JTC can better value-add with higher service levels of business continuity for their clients.

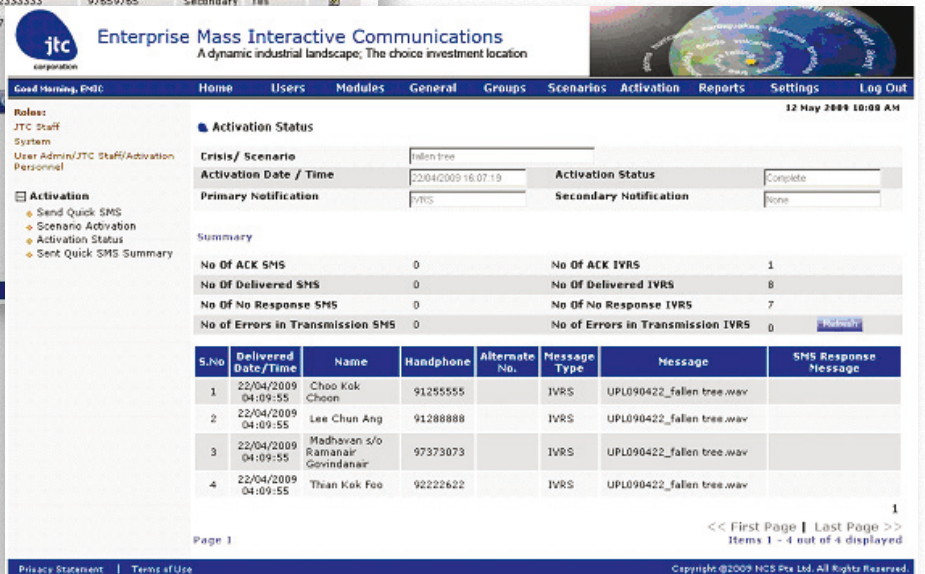
JTC is able to leverage its investments by allowing other JTC systems to integrate to EMIC seamlessly to harness the capabilities of this integrated with communication platform. With such costs efficiencies, JTC can channel their investments into enhancement of other services in their estates. The intuitive functionalities and customised features also enable JTC to better manage emergencies, crisis situations and operational requirements, where JTC can better value-add with higher service levels of business continuity for their clients.

## ENTERPRISE MASS INTERACTIVE COMMUNICATIONS SOLUTIONS

NCS provided JTC with the Enterprise Mass Interactive Communications solutions (EMIC) to meet their immediate needs. EMIC is an interactive system that facilitates effective communications with JTC staff, customers and partners during emergencies or crisis situations, and business operations, through various modes of SMS broadcast, replies and IVR broadcast and callback.

The system is developed using Microsoft.Net and is seamlessly integrated with the proven SMS infrastructure provided by NCS On-Behalf, as well as with the CISCO IVR technology with expertise provided by the NCS IVR team. The IVR call flows introduced are dynamic and customised to the situations instead of the usual IVR facilities which provide standard responses to callbacks.

With close teamwork between NCS and JTC, the integration was delivered smoothly within the stipulated time-frame.



User-friendly interfaces for broadcast management

The company, product names, images and pictures displayed are protected under copyright laws and owned by their respective owners. Reg. No. 198101793G. Copyright © 2009 NCS Pte. Ltd. All Rights Reserved. 20090508P1