# Globalization of Call Center Application for Fortune 500 Distributor

## Client Profile

As the nation's largest tire distributor, the client operates 140 distribution centers and serves approximately 80,000 customers across the U.S. and Canada to provide rapid and frequent delivery of tires, custom wheels and shop suppliers.

## Business Challenge

The client's recent expansion into Canada created a situation where they were managing different application stacks for the Canada and US operations due to lack of support for the French language in their existing applications.

This problem triggered a major globalization project to localize its entire application stack to support its new French speaking customers and employees and to support additional languages in the future.

Customer could not standardize their call centers in Canada to their call center software due to language barriers.

Included in this project was the localization of a .NET desktop application that integrates with their Avaya PBX system and terminal software to automate telnet sessions into their legacy customer service application when an incoming call is received.

The application used screen scraping techniques to detect terminal session state and to pull data from specific locations on the screen.

The application logic was dependent on menus and screens being in English and data fields to be located in specific coordinates on the terminal screen. The French version of the telnet application violated both of these dependencies.

## Business Solution

Key requirements
- Must support the capability of declaratively adding additional languages without modifying or re-deploying the application.
- Must be able to detect terminal session language dynamically.
- Must support modifying the screens in the telnet application without modifying or re-deploying the application.

## Business Solution cont'd.

Radix Bay redesigned the existing application and developed a declarative language so that all conditional logic and screen mappings related to the terminal sessions can be defined using xml.

The client can now accommodate new languages and changes to terminal application screens by simply uploading a new configuration file to a central store. The client applications reload the new configurations dynamically, eliminating the need to make changes locally for each client application.

Users are now free to select their language of choice in the terminal application and the desktop application to detect the change dynamically.

## Benefits Delivered

- Improved customer satisfaction due to decreased time to place orders
- Centralized and consolidated support for both US and Canadian call centers
- Standardization of application stack across all call centers
- Reduced training expenses due to standardization of systems across the enterprise
- Increased capability to expand into other global markets