

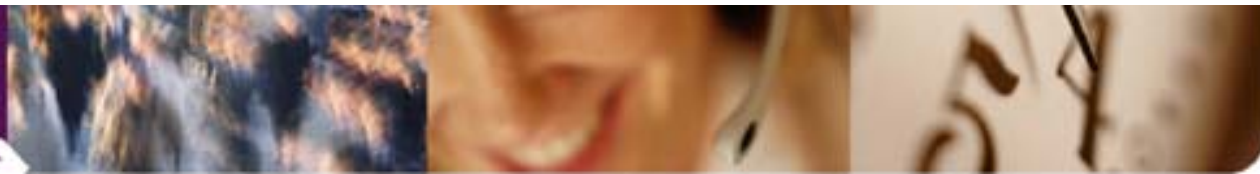


FRONT TO BACK
SOLUTIONS

Disaster Recovery and Business Continuity Planning for your Call Centre

Michael Morris
DIRECTOR

FRONT TO BACK
SOLUTIONS



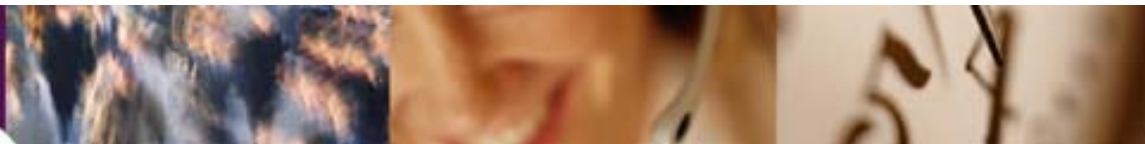


Disaster...

Any unplanned event that results in inability of an organization to accomplish business functions for some pre-determined period of time

What is the definition of a disaster for your business?

- Unable to close the books within a specified time due to unplanned events?
- Outbound call centre unavailable during important marketing campaign?
- Getting an official warning from the auditors or regulatory body?
- Unable to take customer calls because of denial-of-access or IT problems?
- Failure to meet SLA commitments due to unplanned events?



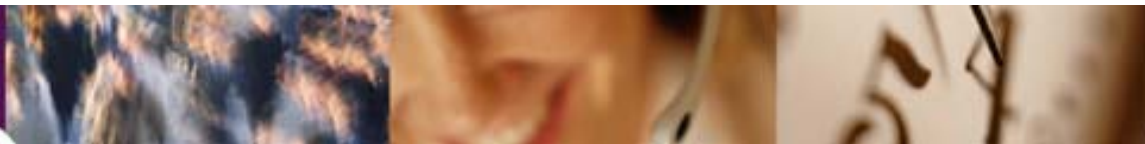
Business Continuity Planning: Must-Have not Nice-to-Have



- 60% of companies experiencing a disaster without a proper BCP in place go out of business within 2 years

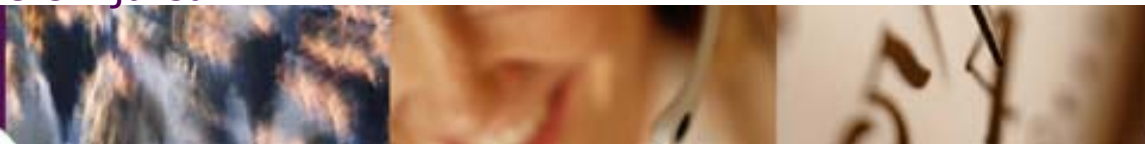
Gartner Group Study: "Businesses are Fragile Entities", April 1992

- Optimal response to emergencies requires pre-planning and testing - you can't adlib
- If your business depends on an "upstream" provider insist that this partner have a plan - your business is at risk



Singapore: Generally Safe, but Not Immune

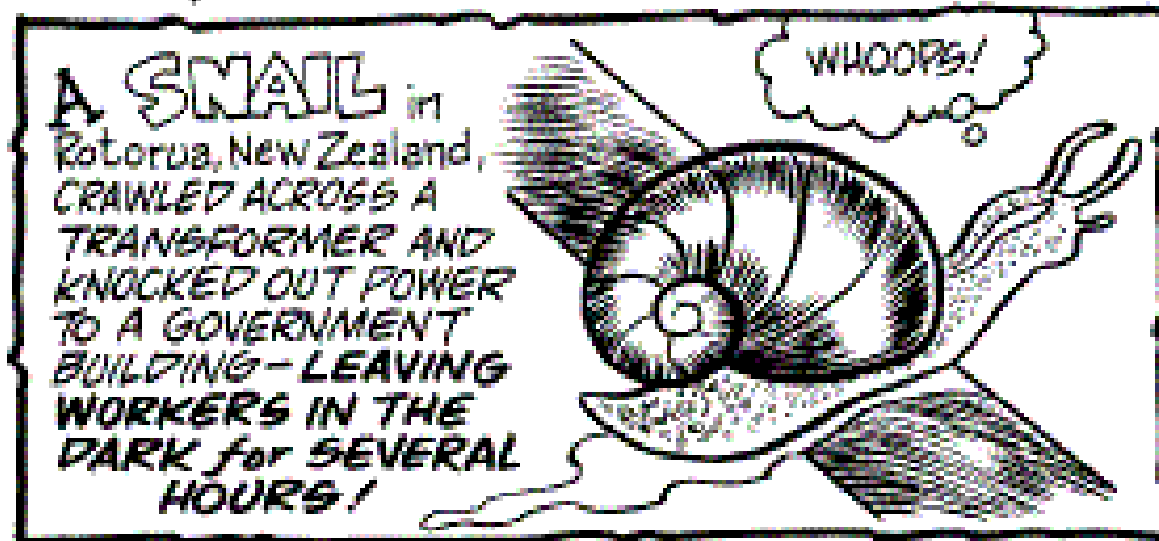
- Feb 14, 2004 - Bronson & Jacobs fire. Destroys factory and adjacent business in Tuas
- Jan 13 2004 - D-Sign Advertising explosion & fire. 4 dead, 2 serious injuries. Toa Payoh business closed.
- Feb 4, 2003 - Far East Flora fire. Est losses > S\$100,000
- May 25, 2002 - Jalan Bukit Merah pipeline explosion. 1 injured
- Oct 2001 - STAR Automotive Centre headquarters fire.
- Dec 8, 2000 - Exxonmobile explosion & fire on Jurong Island
- Aljunied Road warehouse fire. Losses of S\$3mm. Business resumption time of > 1 year
- Prinsep St. commercial building fire. Losses of S\$.5mm. Business resumption time of > 1 year
- June 1997 - Stamford Tyres fire. Losses of S\$18mm in stock and S\$6mm in fixed assets
- March 16, 1986 - Hotel New World collapse. 1 dead, 9 injured
- Oct 12, 1978: Greek-owned tanker Spyros explosion. Jurong Shipyard. 76 people died, 69 were injured.



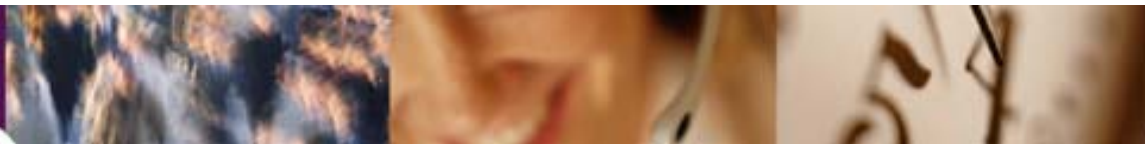


Disruptions Can Come From Many Sources!

Ripley's **Believe It or Not!**



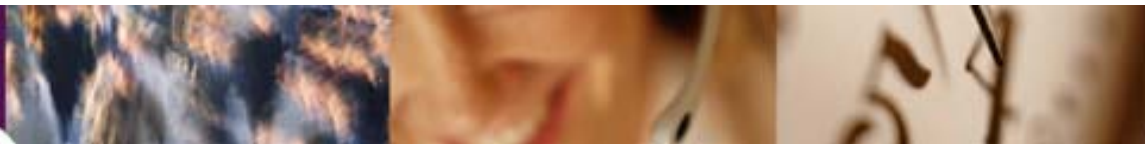
January 10, 2003



Business Continuity



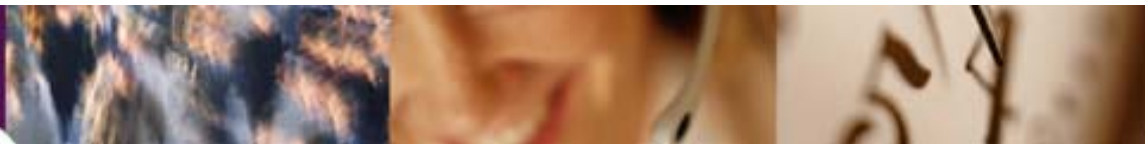
- Business continuity management is the processes, procedures, decisions and activities to ensure that an organisation can continue to function through an operational interruption
- Business continuity planning objective is to reduce the consequences of a disaster to acceptable levels
 - Business continuity plans: apply to people, processes and facilities
 - Disaster recovery plans: apply to IT or Telephony recovery





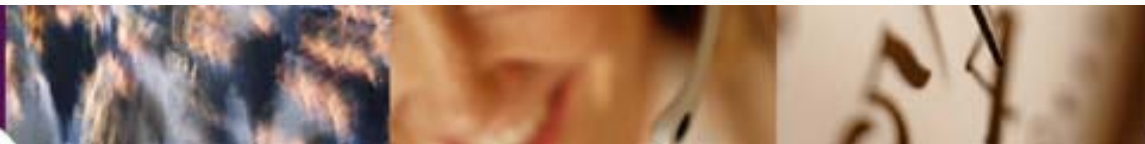
Statutory / Legal Requirements

- Some industries have regulations that necessitate formal and tested BCPs and DRPs
 - MAS, Bank Negara, US FED
- Some standards boards and industry associations require or strongly recommend BCPs and DRPs
 - ISO 17799, Basel Capital Accord, COPC-2000
- Some governmental organisations and industry leaders will only contract with businesses that have BCPs and/or DRPs
 - U.S. Government, etc



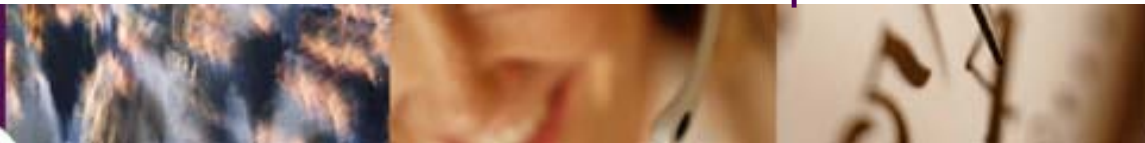
Key Questions for a Business Continuity Plan

- What measures have you taken to ensure call centre business continuity readiness?
- What call centre business functions are most critical from a financial or “business reputation” standpoint?
- Do your call centre employees know the business continuity plan and their role in any scenario?
- What Disaster Recovery Plans are in place for your critical business applications/processes?



First Steps Towards Developing a Call Centre Business Continuity Plan

- Obtain executive sponsorship for call centre BCP initiative
- Identify risks and critical call centre business functions
- Determine IT systems that support those functions and ensure that a DRP covers them
- Define service-level objectives for critical business functions during various contingency events
- Identify key personnel *and* backups to take lead roles during a contingency event
- Define procedures to be followed to meet service-level objectives for critical functions
- Ensure SLA & regulatory compliance for operating procedures
- Test all technical and non-technical components of the strategy





Thank You!

