

Lazada Viet Nam Case Study

Customer	Eric Bui, Head of CS Lazada Vietnam Tel : +84-8- 3 942 1188 www.lazada.vn	Testimonial  <p>“Everything went very well and we are happy with the level of service that was provided. I'm quite impressed with the level of patience and support since I know we weren't easy to deal with and were slow starting from almost 7 months ago” - Mr. Eric Bui, Head of CS - Lazada Viet Nam</p>
Industry	Retail (Online Store)	
Main Challenge	The new Viet Name retail store's Sales and Customer Care Departments needed a professional telephone system for 25 agents	
Integrator	NTT Networks - Viet Nam IP Telephony Solution and Service Center Tel : +84-8-6255 80 80 www.nttnetworks.com	
Distributor	JCMEX Trading Sdn Bhd	
Solution	XR3000 Asterisk IP-PBX with 2x E1, 8x FXO and VoIP trunks.	

About Lazada

Lazada is Southeast Asia's fastest growing online department store, with operations in Indonesia, Vietnam, Malaysia, Philippines and Thailand. Lazada was looking for a telephone system based on VoIP technology for their new Viet Nam retail store. They chose the Xorcom solution due to its powerful features, which provide a professional communication method for their Sales and Customer Care Departments.

The system was to be implemented at Lazada Head Office, as seen in this building below:



Xorcom XR3057 installed at Lazada Viet Nam



Lazada Viet Nam head office

Customer Requirements

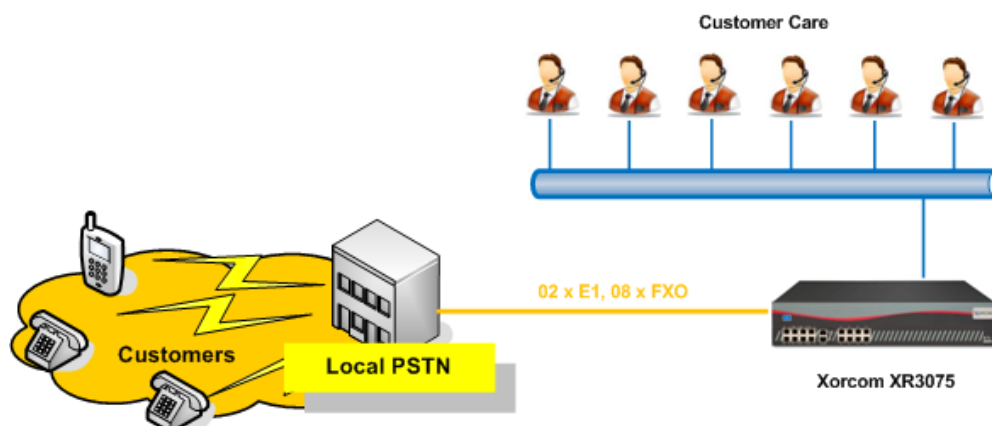
- Professional telephone system
- Extensions configuration
- Queues configuration
- Incoming calls for Customer Care Department
- Outgoing calls for Telemarketing Service Department
- Real-time monitoring and powerful reporting system

Proposed Solution

Based on the customer's requirements, NTT NETWORKS proposed a Xorcom IP-PBX system including:

- XR3000 Asterisk IP-PBX with 2x E1, 8x FXO (P/N [XR3075](#))
- Jabra VoIP Call Center Headsets (x25)

Network Diagram



The proposed system included a Xorcom IP-PBX server with 2x E1 PRI (60 channels) and 8x FXO, and 25 Jabra VoIP Call Center Headsets.

Result

Implementation of the entire system was completed within **five days**, according to the committed plan, including:

- Complete system implementation
- System scenario preparation and installation
- Testing and employee training

Conclusion

As per Mr. Eric Bui, Head of Customer Care, Lazada Viet Nam:

“Everything went very well and we are happy with the level of service that was provided. I'm quite impressed with the level of patience and support since I know we weren't easy to deal with and were slow starting from almost 7 months ago.”

About Lazada Viet Nam



Lazada is Southeast Asia's fastest growing online department store, with operations in Indonesia, Vietnam, Malaysia, Philippines and Thailand. Lazada Viet Nam is pioneering eCommerce across some of the fastest growing countries in the world by offering a fast, secure and convenient online shopping experience with a broad product offering in categories ranging from consumer electronics to household goods, toys and sports equipment. Lazada Viet Nam is always striving to offer its customers the best possible offering - including multiple payment options, free returns and extensive customer service and warranty commitments. For more information, visit: www.lazada.vn, lazada.co.id, lazada.com.my, lazada.com.ph, lazada.co.th

About NTT NETWORKS



NTT NETWORKS was founded in 2009 as a Viet Nam IP Telephony Solution and Service Center. The company performs research, development, implementation, and consulting services, and is a VoIP hardware supplier. The company started as a solutions and service supplier and approached the distributor market since 2010 via VOIPMART - VIET NAM VOIP MARKET PLACE - where customers can find any VoIP product from various vendors from around the world. Beside that we're still completing more solutions based on IP Telephony such as Fax, Paging, Conference, Telepresence and Collaboration. For more information visit: www.nttnetworks.com and www.voipmart.vn

About JCMEX Trading Sdn Bhd



JCMEX Trading Sdn. Bhd. was incorporated to provide products and services as a wholesaler distributor and retailer of VoIP products from IP Phones, IP-PBX, adapter cards, media gateways and other accessories. Centrally located in the city of Petaling Jaya, in the suburbs of Kuala Lumpur, the capital city of Malaysia, it represents well known brands to reach into the resellers market in the Asian region. For more information, visit:

www.jcmex.com

About Xorcom

Founded in 2004, Xorcom is a privately-held IP-PBX manufacturer. Xorcom harnesses the power of Asterisk® Open Source IP-PBX - the most rapidly growing telephony platform in the world - to design and produce leading-edge hardware telephony solutions for commercial installations.

Today, Xorcom offers the widest and most flexible range of solutions and hardware platforms in the Asterisk market. System integrators, telecom equipment manufacturers, and customer premise telephony and VoIP providers use Xorcom products to provide added value to their end users. Xorcom sells its products via a worldwide distribution channel and OEM partners. For more information, visit: www.xorcom.com.

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