CASE STUDY: HONG KONG JOCKEY CLUB

Market Sector: Financial Services

Business Function: Telephone Betting

Customer Solution: Total recording of all telephone betting at its newest contact centre in Tin Shui Wai.

About HKJC

The Hong Kong Jockey Club (HKJC) is one of the oldest institutions in Hong Kong and was founded in 1884 to promote horse racing. It is a non-profit organisation which has a legal monopoly over betting on horse racing and football. In 1974, it opened 6 off-course branches where the members of the public could wager on horse race meets at the club’s Happy Valley racecourse. There are now in excess of 100 betting branches throughout the territory which accept bets on racing and on football as well as selling Mark Six lottery tickets. The organisation is the largest taxpayer in Hong Kong, as well as the largest private donor of charity funds, contributing an average of over HK$1 billion (approximately US$130 million) annually over the past ten years.

The Challenge

The Hong Kong government enforces strict regulations surrounding all aspects of betting. As part of this, the HKJC is required to ensure that each telephone transaction is recorded on 2 separate servers, each with their own back up and then archived – a total of eight copies of each call! Failure to
record even one phone call could result in substantial fines and even a closure of business.

In addition, call volumes are extremely high with 1,000 agents at full capacity just prior to a race and each call lasting round 30 seconds. One race meeting lasting around four hours can generate in excess of 65,000 calls.

The Solution

Following a competitive tender where potential vendors were asked to actually record calls on behalf of the HKJC, Red Box Recorders was chosen as the sole supplier for the Newest site in Tin Shui Wai.

The solution covers 2,000 channels for VoIP and traditional Digital Extension recording Avaya Softphones and conventional handsets, offering a truly converged, highly resilient platform enabling HKJC to meet the strict operational requirement for full redundancy and rapid fall back to TDM in the event of a switch failure.

It uses a high availability platform, with both primary and secondary voice recording servers, which is designed to provide high levels of resilience to ensure 100 per cent uptime and no missed recording of calls. In addition, the simplicity of the system reduces the possible points of failure and minimises the footprint in an environment where space is at a premium.

Lee Jones, COO at Red Box Recorders, said: ‘During the tender process we were able to demonstrate the unrivalled strengths of our system which lies in its simplicity and reliability and made us the clear winners.”
for this highly prestigious contract. Our solution for HKJC is the most established and resilient architecture available on the market as understandably the stakes are very high! However it remains cost effective and easy to use and maintain.

About Red Box Recorders

The Red Box solution utilises a unique technology offering a single software-based solution that can be implemented modularly, meaning excellent budgetary control, flexibility of deployment and unlimited scalability. It is completely web-based for ease of use and fast roll-out, and its simplicity means that it can be managed by operational personnel rather than the IT specialists.