



RESULT

ConvergeOne increased the satisfaction of the customer's end users through the use of enhanced functionality and provided significant cost savings through service efficiencies.

TIMELINE

1st Meeting: April, 2017

Contract Signed: December, 2017

Go Live: January, 2018

OUTCOME

The customer transitioned its voice and contact center environment to a ConvergeOne Cloud Experience (C1CX) on-premises private cloud.

BENEFITS

- Transformed the customer's contact center with omni-channel features
- Eliminated concerns about business continuity

Customer Case Solution: Subscription Software Company

Customer Issues

After a leading real estate software firm was spun out from its parent company by a private equity firm, the IT team began to struggle supporting its contact center and voice due to insufficient funding and staff. This overstretched team was also being taxed by the acquisition of several companies over the course of a year.

To accommodate its growth, the company had expanded its voice solutions by using an off-the-shelf cloud solution provider. At the time ConvergeOne was engaged, its corporate offices had aging systems that needed to be updated. The new locations that were being added due to recent acquisitions needed to be equipped with the proper technologies immediately.

The company had long struggled to maintain and manage its voice systems and infrastructure. Its infrastructure strategy was not in alignment with its merger and acquisition strategy, and it had not added the appropriate amount of IT support staff or software testing engineers on account of the fact that it did not have any budget to allocate to voice. As a result, the company suffered from a lack of ownership around technology as a whole, leaving the voice environment in a broken state with no one possessing the skill sets need to deal with updates or issues that would arise.

From an outsider's perspective, the company was in desperate need of enhanced unified communications (UC) and contact center systems, but non-IT leadership expressed an unwillingness to spend more money on UC systems alone. The company required more value to justify such an expense.

The executive team knew there was also a request to expand and enhance the company's contact center, yet it had not approved or budgeted any funds for this endeavor. The existing

contact center technology hadn't been updated and lacked basic functionality, and several of the applications, including interactive voice recognition (IVR) prompting, had broken but not yet been fixed. The company desired to fix its broken applications and gain efficiencies to more effectively support customers and maintain a high level of customer satisfaction.

Before moving on to bigger initiatives, the company had some immediate needs, including a quick turnaround on bringing a new, small office online within a few weeks — and it quickly acquired a second location with more users that had to be added to the existing environment. The executive team required convincing to adopt any new technologies, as they lacked a budget to spend on new equipment, despite the fact that they were hemorrhaging money on their existing investments.



The Customer's Desired Outcome

“We no longer want to be responsible for running our communications systems. We want our team free to focus on achieving our business objectives.”

– Customer's Chief Technology Officer (CTO)

The ConvergeOne Response

ConvergeOne immediately sought to build trust with the customer by handling the smaller engagements and bringing the newly acquired offices into the existing corporate system. After completing these projects, ConvergeOne held the invoices, instead choosing to roll the expenses into the bigger offer. ConvergeOne signed a letter of intent that it would remain committed to finding the right solution for the customer's needs or it would pay the amount spent on the previous projects.

ConvergeOne partnered with a consulting firm to conduct a return on investment (ROI) and operational assessment that identified pain points and cost savings. In the discovery, it was realized that the previous voice system was designed on a single point of failure, and when it failed, upgrades would be forced on all phones and contact center applications. Due to the lack of backups, it would take approximately six weeks to rebuild the contact center, and the outage would result in significant impacts to the company's revenue and reputation.

The operational assessment also identified gaps in the functionality of the company's current contact center applications. There were difficulties with managing agent availability for calls, agents were unable to view their own statistics, self-service call flows didn't follow best practices, and there wasn't any monitoring or reporting of sales team activity. The ConvergeOne team explained the operational efficiencies that could be gained with an updated contact center system, which would require an updated UC system. This built the business case that the customer needed in order to proceed.

ConvergeOne determined that the customer was a strong candidate for private cloud managed services. ConvergeOne discussed the trend toward cloud and educated the customer about the capabilities of the ConvergeOne Cloud Experience (C1CX). ConvergeOne recognized the customer's needs and issues and tailored the solution around the heart of its business: the contact center. The customer's needs always came first, and the design, engineering, and choice of manufacturers always worked around desired end results.

ConvergeOne ensured that the solution transformed the customer's contact center with omni-channel features, as the customer would transition voice and contact center to a ConvergeOne-hosted environment that added IVR (promoting self-service features and automating call routing) and workforce management (allowing proper staffing and utilization of existing staff). The solution also eliminated concerns about business continuity, addressed lost sales and the company's reputation in the marketplace, and eliminated all the identified lost revenue and workforce inefficiencies.

The customer had zero dollars to spend, so the ConvergeOne team quantified the savings that would come from eliminating the lost revenue and added costs that resulted from the ineffective current state and maintenance of its system. Therefore, ConvergeOne's increase in spending would need to be offset by hard cost savings only.

Results

Figure 1: Solution Savings Over Status Quo

	Status Quo	ConvergeOne-Hosted UC Only	ConvergeOne-Hosted UC + Contact Center
Operational inefficiency costs	\$50,000	\$50,000	-
Sales inefficiency costs	\$52,000	\$13,000	-
System management inefficiencies costs	\$8,000	\$6,000	-
Current maintenance/operational costs	\$5,600	-	-
Current carrier costs	\$12,800	-	-
ConvergeOne-hosted environment	-	\$58,000	\$85,000
Total costs	\$128,400	\$127,000	\$85,000

ConvergeOne-Hosted UC + Contact Center Savings Over Status Quo

Monthly (Status Quo of \$128,400 minus ConvergeOne-Hosted UC + CC of \$85,000)	\$43,400
Annually	\$520,800
Five-year savings	\$2,604,000

While the solution is in the process of being deployed, the customer has already seen considerable impact. The customer now understands the need to take ownership of the technologies that drive its business, and its team has been educated about how to make effective use of these technologies. At the same time, ConvergeOne will manage the system, eliminating the customer's concerns around handling updates and troubleshooting.

The solution has served the customer very well from a financial perspective, resulting in over \$2.6 million in cost savings over five years (see Figure 1). By upgrading the PBX system to ensure business continuity, the customer benefitted from revenue loss avoidance, and upgrades to the contact center not only improved functionality and integration, but they also led to substantial cost benefits by:

- Extending visibility to statistics to the agent level, thereby allowing agents to more effectively manage their time,
- Further improving agent productivity by allowing agents to control their states through the desktop,
- Saving the management team a significant amount of time by removing the need for manual inbound and historical data manipulation,
- Adding a workforce management solution to forecast call volumes and derive agent capacity requirements using historical data, better schedule agents, and monitor schedules for compliance,
- Adding a call accounting package that provides information on inbound and outcall calls that can be used by the sales team to monitor phone activity of account executives, and
- Improving call flows and adding voice recognition for easier caller input.

ConvergeOne remains embedded with the customer in an advisor role and is actively identifying new areas of enhancement, including the adoption of video and further expansion of the contact center.