



ConvergeOne



MOVING THE CUSTOMER EXPERIENCE FROM THE PAST TO THE FUTURE

A Cloud Contact Center Solution for an HR Outsourcer



Customer Challenge

A provider of outsourced human resources (HR) solutions and services for small to medium-sized businesses had a very lean IT staff of only three people who served almost 3,000 employees. The IT manager was an engineer with an extensive background in Avaya technologies. He would build out his own contact center applications in-house and, for the most part, he would certify and maintain them himself while using a minimal amount of maintenance from Avaya for patches and fixes. Therefore, while he had been a customer for eight years and had a strong relationship with the ConvergeOne team, the engagements would typically end when he purchased the products.

However, the company was in desperate need of upgrading its contact center environment. Many of its back-end applications were dated and would need quite a bit of care and feeding to become current and deliver the services the customer was looking for, like omnichannel capabilities and universal reporting. The chief operating officer (COO) and chief technology officer (CTO) became involved in the project, and they were determined to find a solution that was best-in-class and could effectively grow with the company so that its lines of business would be able to use it with ease both today and long into the future.

A pressing issue then emerged, which spurred the customer into action: It had cancelled its Avaya maintenance and the software was end of sale and end of support, so it could not purchase even one more license. It needed to quickly move forward with a new solution that would optimize or replace its Avaya contact center environment.



ConvergeOne Cloud Experience (C1CX)
Use Case

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The Customer's Desired Outcome

As an outsourcer, the customer realizes the advantage of offloading responsibility for its communications and collaboration solutions to the people who do it best. It would like to have an expert technology partner handle the build and maintenance of an enhanced contact center so its internal IT and leadership teams can focus on core business objectives.

The ConvergeOne Response

The ConvergeOne team quickly determined that a Cisco contact center environment would suit the customer's needs, but it knew that in order to gain executive support, it had to first build trust with the IT manager with whom it had an existing relationship. Because he had a strong Avaya background, he was initially hesitant to move to a different vendor. ConvergeOne assured him that he would not be putting himself out of a job by offering him Cisco training and inviting him to attend Cisco Live. As a result, he felt like he was part of the new solution rather than threatened by it. He served as an advocate for ConvergeOne, pushing the project up to the COO and CTO, who had the budget and authority to move it forward.

ConvergeOne engaged in a number of conversations with the COO and CTO in order to determine the most important considerations. Financing the new solution was a primary concern, so ConvergeOne completed a number of total cost of ownership (TCO) analyses to present the case that no matter what solution the customer moved forward with, it would be able to save anywhere from 5-20% compared to maintaining the status quo. Even without reducing headcount, it still made financial sense to move to the cloud rather than continue to manage the environment in-house. This gave the customer the confidence it needed to move forward with a new Cisco solution. With this big of a change, the customer was investing in a long-term solution, so it was open to extending the term of the deal if it could reduce its annual budget. Over time, the deal evolved from a three-year term to a five-year term and then finally a seven-year term.

The customer also had concerns from a security perspective, as it needed to adhere to specific compliance requirements. ConvergeOne's Compliance Officer immediately became involved in the deal. He visited the customer on-site and remained extremely responsive, ensuring that the solution would meet the customer's compliance needs.

Eventually, ConvergeOne and the customer finalized on a ConvergeOne Cloud Experience (C1CX) Cisco Contact Center solution with the Calabrio Cloud-to-Cloud Workforce Optimization (WFO) Suite and C1-AS Salesforce Connectors. The solution allows the customer to introduce the advanced contact center capabilities it needs to remain innovative for years to come. The deal represents the strength of ConvergeOne's relationship with its partners, as ConvergeOne worked hand-in-hand with Cisco and Calabrio to get the cost where it needed to be to meet the customer's budget.



Results

The implementation process for the new system is projected to take place within six months. ConvergeOne is beginning the process with an on-site visit with the line of business leaders to share an application overview and ensure that everyone is aware of what the new desktops will look like. This also allows ConvergeOne to get ahead on requirements that may take longer, like carrier services and MPLS connections.

Considering that the customer is used to managing its Avaya contact center environment in-house, handing off control of a Cisco environment represents a significant paradigm shift for the company. By partnering with a trusted advisor like ConvergeOne, the customer no longer needs internal subject matter experts to support complicated technologies, and the administrators will now act as business liaisons between the end users and the ConvergeOne team. From an end-user perspective, the expectation is that every employee will have a softphone, which is a major change. ConvergeOne will proactively address end-user concerns with this change, making training available and addressing issues well in advance of deadlines.

The new solution will allow the customer to take advantage of an omnichannel contact center with universal reporting capabilities. By moving to the cloud, the customer is able to change at the same rapid pace as technology. Beforehand, it had to budget for major upgrades along the way, which was a difficult process. By moving from a CapEx model to an OpEx model, the customer can more easily scale and move as technology moves. ConvergeOne has a tremendous opportunity to transition the customer's entire UC space — everything from Webex to audio conferencing and video conferencing — into the cloud. The long-term contract has a clearly defined change control process that allows efficient changes and adds, which satisfies the customer's desire to increase speed to market and add new features to differentiate itself from the competition.



BUILD A SMARTER PATH TO THE CLOUD

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