

How a large multi-national company adapted quickly and enhanced client services while shifting staff to work from home.



Today there are a number of organizations that provide office space and additional services to small and medium-sized businesses. It's a very competitive environment where providing personalized services for each business that needs office space makes a big difference in retaining and gaining new customers.

This case study shares how one large, Multi-National Company (MNC) transformed its business communications systems to accommodate the needs of its customers.

Key Challenges

1. Move hundreds of locations from a traditional hardware-based phone system to a cloud-based one.
2. Implement a solution that provides an enhanced feature set that can be monetized by MNC for its clients.
3. Ensure the solution has “built-in” cost advantages to drive greater average customer lifetime value.
4. Increase productivity with advanced features that are scalable for each MNC customer across multiple locations.

The Situation

Offices were set up with a business line, phone, handset, and voice mail box. But this didn't include outbound or inbound calling – which is an extra, metered phone service that is billed monthly, per call, per desk. That can add up, and the MNC's vision was to implement a more flexible, affordable system that will enable it to provide predictable rates to provide stronger customer value.

In addition, some customers choose to use the MNC's call answering service which is another monthly bill that covers a live agent to answer various calls to either screen and schedule appointments or transfer straight to specific numbers or voicemail boxes.

Lastly, each location had more than 50 phone lines. Managing the migration process across hundreds of locations was also a key concern.

The Solution

Ooma implemented a centralized cloud communications system to support the MNC's business model. Ooma built a dedicated application with a customized desktop and user interface that supports specific business needs. Ooma used a combination of Ooma Office, Ooma Enterprise call center, and SIP trunking to make the experience seamless. With the direct SIP trunk, Ooma bypasses digital-to-analog conversion and increases call quality by reducing latency.

Calls come in through desk phones and, in the future, mobile apps. They are instantly transitioned into Ooma Enterprise call center's customized desktop app that identifies the client ID / routing number and provides a screen pop with a prompt so the person answering the call knows how to greet the callers using the correct client company name.

Key competitive advantages and cost efficiencies gained:

System Management:

- The MNC's staff can easily update, manage, and service hundreds of clients remotely.
- IT management labor and on-site visits to manage an on-premise legacy system have been dramatically reduced.
- U.S. based locations were able to reduce phone support headcount by 80%.

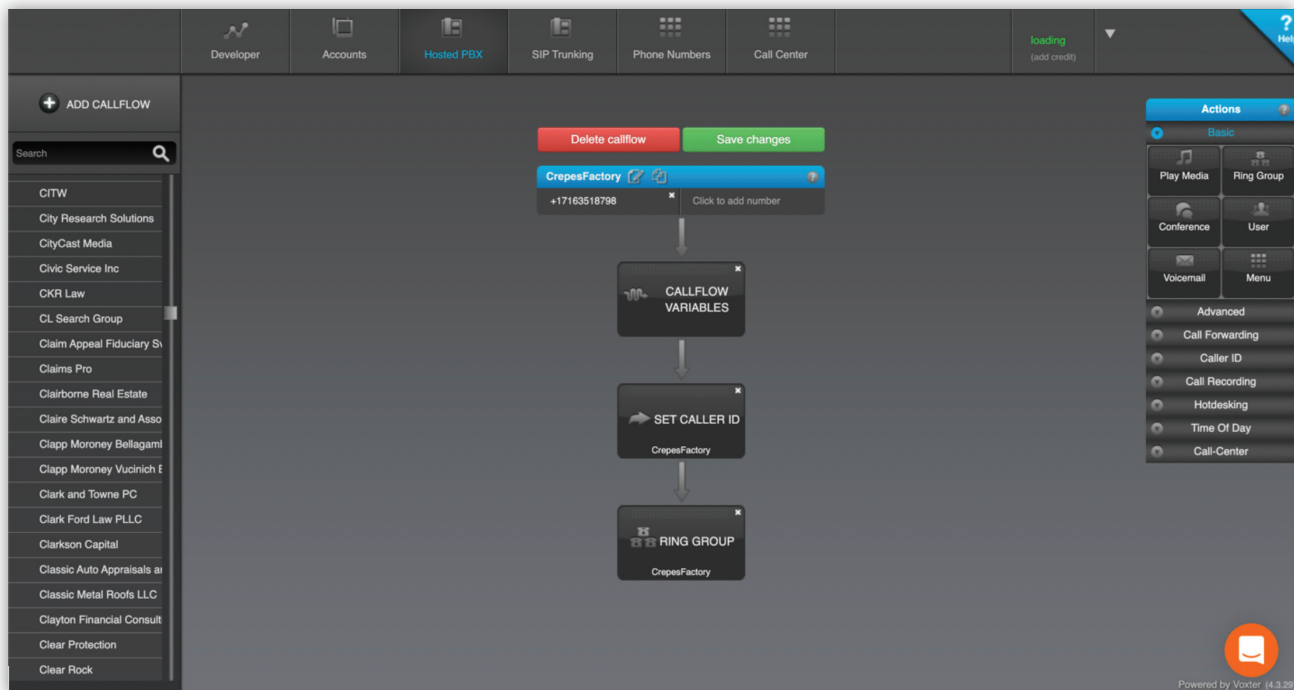
Enhanced Features and Functionalities:

- Ooma enabled local, central, or combined call answering services so calls can be routed to wherever the agent and the customer is located.
- The MNC is introducing desktop clients with softphones and mobile apps to provide greater connectivity and convenience.
- Enhanced features like ring groups, conferencing, and more will enable additional monetization for the MNC.

Ease of Implementation:

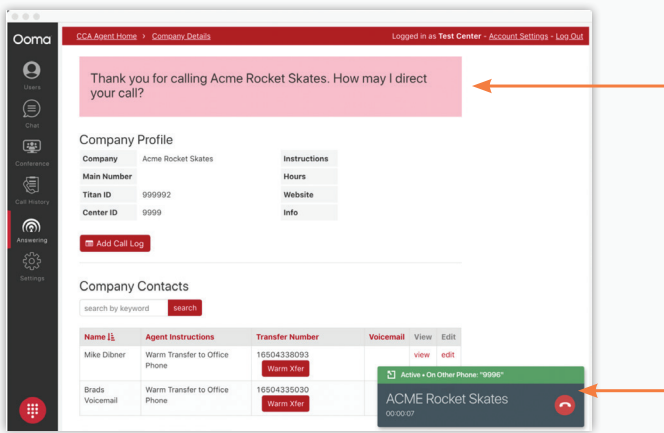
- Ooma deployed personnel to migrate two locations per week, per installer to the Ooma system.
- Ooma phones were pre-configured and shipped to each business location to expedite the process.
- Ooma trained each of the MNC's communications managers on how to use the system.

Examples of Client Screen Pops

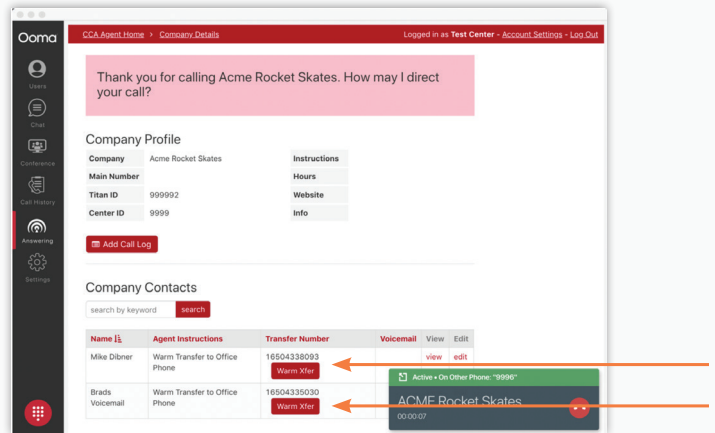


As the call comes into the Ooma Enterprise system, it cascades through the call flow modules, picking up the specific client ID so the screen pop displays the right caller ID.

The business center manager / agent knows how to address the caller with the correct client business name. When the call hits that last 'Ring Group' module, the phone starts to ring, and the specific agent or agents can answer.



When the call is taken on the desk phone, it displays like so, with a prompt at the top so the business center agent answers each call with the corresponding business name.



If a second call comes in (or more) the system stacks them so the communications manager / agent can easily view them. When the agent takes the second call, the screen pop will update and the first will be put on hold.

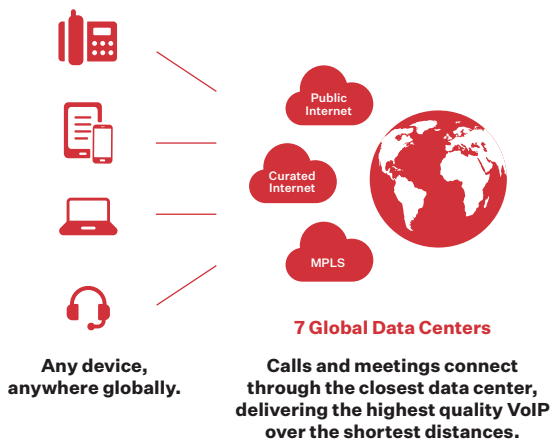
Summary

Ooma demonstrated why its customizable solutions and personalized service are the best combination to drive business success for this MNC. Ooma's solution met the MNC's demands to support remote agents that service numerous small business customers, and it is agile and flexible to provide additional customized solutions that perfectly fit future business needs.

Ooma enabled the MNC's CIO to deliver on his vision to provide differentiating services that drive customer satisfaction and longevity while also saving its clients money. Finally, the company is reducing its operating expenses and overhead by enabling fewer agents to service the businesses in its office centers.

To learn more about why IT leaders and their teams rely on Ooma to satisfy their goals and objectives, give us a call for a personalized consultation and demo.

Ooma's Network Difference



Ooma's sophisticated, secure, modern technology enables seamless, clear business communications across the globe.