

# TELEPHONY UPGRADE SEES DISTRIBUTION FIRM GAIN NEW CUSTOMER INSIGHTS

Central Security Distribution has several branches and manages a large volume of customer calls – as such, a quality telephony service was paramount, as was a platform that could support customer service improvements. CommsChoice was the only supplier able to deliver the complete solution.

## OBJECTIVE: UPGRADE TELEPHONY TO MATCH BREADTH OF COMPANY OPERATIONS

With an Australia-wide distribution network and a large technical support team, Central Security Distribution (CSD) prides itself on its customer service and is always looking for process improvements. So when its existing cloud-based telephony solution lacked the features to evolve with the business, the search began for a new platform.

Heavily reliant on telephony to support communication between branches and to respond promptly to high volumes of customer calls, quality was the number one criteria for CSD. The team also had a firm view of the various features it needed to help drive customer service improvements.

“There were a number of issues with our previous solution,” explained Hugo Galindo, CSD’s IT System Administrator. “Not being able to record calls meant we missed out on a whole range of call statistics and the IVR possibilities were quite limited.”

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We also had quite a few complaints from customers about waiting times when they called for support – fixing this was a big priority for us. And, most importantly, we needed a solution we could rely on, call drop outs have a big impact on our business.

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- Hugo Galindo, CSD’s IT System Administrator



## FEATURE WISH-LIST TRANSLATES TO TOTAL SOLUTION

CSD had a very clear list of criteria of what they needed from it's telecommunications network. Having a high-quality solution was paramount and the team wanted to combine this with a number of features that would help them serve their customers better.

"We engaged the business in our internal solution scoping and our wish-list of system features and functionality was much longer than we initially expected," said Hugo Galindo. "When we did go to market we found that CommsChoice was the only supplier that could deliver a complete solution supported by the quality service we were after. And for what CommsChoice couldn't provide it 'out of the box', they helped us select and integrate a third-party solution that gave us the functionality we needed."

With such a widespread and busy communication network, CSD was concerned about interruptions to their operations during the changeover. CommsChoice initially suggested a state-by-state migration but CSD wanted to do a national rollout all at once, so as much as possible of the installation was completed over a weekend.

"The porting had to be done on a Monday because it was dependent on the providers," said Hugo. "So while we tested on the weekend, after we applied the porting we had a few issues. But CommsChoice managed it all so quickly that most users didn't even notice the impact."

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Our customers now spend much less time on the phone because they can more quickly get to the support options they need. And some of the other frustrating limitations are now gone, for example, we used to be able to only place two or three calls on hold but now we can handle an unlimited number.

- Hugo Galindo, CSD's IT System Administrator

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## A FASTER, MORE INFORMATIVE TELECOMMUNICATIONS NETWORK

Since the changeover, a more intuitive IVR and fairer queuing system means that CSD's customers can get assistance more quickly and rarely experience dropouts. As a result, the number of telephony-related customer complaints has been greatly reduced. The solution has seen CSD realise a number of key benefits:

- **New customer insights:** With reporting and insights that previously were not available, the new telephony system enables CSD to better understand their customers and determine areas for focus. "We can now easily measure how well we are answering customer queries and identify the issue behind any complaints. And as the system has been integrated with our CRM we can keep see when customers called and track our interactions with them."
- **Improved communication experience:** CSD now have a higher quality, more streamlined solution which connects customers with the right technicians and supports greater customer satisfaction. "We had some issues initially at some locations but CommsChoice quickly pinpointed the source – a few inadequate internet links and old handsets. They took a thorough, proactive approach and we haven't had any issues since."
- **Cost savings:** With their previous solution, CSD was charged by the number of calls, but now they pay per trunk with unlimited calls. So the new service is actually cheaper even though it provides a premium service and experience. "Even if you take into account the additional upgrades we needed, we are still running at approximately 10 per cent savings on the previous set-up – for what is now a premium service."
- **Ease of ongoing management:** As the new solution is more stable and very intuitive to manage, CSD's IT resources can now concentrate more on service improvements and other value-add activities.. CommsChoice also provides support after business hours and weekends.



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There was some initial training to do, but the CommsChoice management panels are much better to set-up and navigate. It has certainly made my life easier, I now have more time to be proactive rather than spend my days fixing issues.

- Hugo Galindo, CSD's IT System Administrator

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## WORDS OF ADVICE FROM CENTRAL SECURITY DISTRIBUTION

From initial discussions, to signing the contract and through to completion, the project took CSD and CommsChoice around six months.

“Good planning is key to a project such as this,” said Hugo Galindo. “It’s important to think about the issues that may come up and open your mind to the functionality that you may need in the future – it’s really worthwhile engaging experts to help you brainstorm all the details upfront. Throughout the whole process CommsChoice were very proactive and really supported us to ensure all our requirements were met.”

## A SCALABLE SOLUTION FOR A GROWING BUSINESS

CSD’s business continues to grow and the telephony scales with it. The CSD team is working with CommsChoice to further develop the system’s statistics and reporting features so they get a better view of call flows and to manage any call overflows.

“CommsChoice is always willing to work with us on ongoing system development. Their technicians really know what they are doing and they always operate within the contract. We’re very happy with everything.”

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