



Case Study: Distribution

Summary: A small supplier of electrical supplies, equipment and appliances serving the Rhode Island area has grown to over 30,000 square feet and, combined with its sister Milford Massachusetts location, has become a valued trading partner to customers all over Southern New England. As they were expanding on their Milford, MA location, they contacted WCA looking for a next generation communication platform to provide real time interactive voice and video between clients in the Milford location and their customer service agents in Providence, RI.

Challenges: The goal was to provide a fully interactive experience for the client's entering the Milford location while not having to staff the facility with dedicated customer service agents. The client had leveraged their knowledge in access and security to provide the backend systems they needed and were counting on WCA to design and deploy a solution that would provide the "customer facing" systems. The client's requirements included a system that would be easy to use for their clients as well as seamlessly integrate into the call center in Providence.

Solution: WCA worked very closely with the client to design a solution based on Cisco's BE6K Unified Communications Platform. WCA utilized several of the standard features of the BE6K to meet the requirements of Crown Supply. In the Milford location WCA deployed an "All in One" video endpoint EX90. The system is easy to use, and provides live video calling to the call center agents in Providence. In the call center, WCA deployed PC based endpoints utilizing Cisco Jabber Software. The BE6K provides call routing including a hunt group for the call center, as well as a "presence" feature so that agents can see who is on a call as well as "chat" with other subject matter experts behind the scenes while on a call with client.

Benefits: By deploying the BE6K solution, WCA provided a solution that was easy to use, provided real time video/voice calling, and call center routing features. The system was delivered at an affordable price point, and can scale to become the primary communication platform for the entire organization in the future.

Industry

Distribution / Wholesale

Environment

- Call Center & Multi - Location
- VPN

Challenges

- User Simplicity
- Existing Call Center
- Public Network

Solution

- Cisco BE6K
- Cisco Jabber
- EX90 Endpoint
- DX650 Endpoint
- PoE Switches