



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

Key Benefits

- Ease of Use
- Purpose built endpoints
- Scalability
- Industry Standards
- Cisco UC Platform

Summary: Established in 1947, a leading regional distributor of security products started as a small supplier of electrical supplies, equipment and appliances serving the Providence, Rhode Island area. By 1986 this organization established a sister location in Milford Massachusetts. The Providence Rhode Island facility has grown to over 30,000 square feet, and combined with its sister Milford Massachusetts location, this organization has become a valued trading partner to customers all over Southern New England. As this organization was expanding on their Milford 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 this organization's customer service agents in Providence.

Challenges: This organizations 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. This organization 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. This organizations requirement included a system that would be easy to use for the clients as well as seamlessly integrate into the call center in Providence.

Solution: WCA worked very closely with this organization 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 this, organization. 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.





"We were aware of WCA having a location in Milford where we were expanding our location, so we reached out to them for our needs. WCA's sales and engineering team listened to our needs, and was very responsive in providing us a proposal. We had a very aggressive timeline, and WCA was able to obtain the equipment and implement in a very short time period. The implementation was seamless to our existing operations, and we look forward to working with WCA to expand on the capabilities of the Cisco offering" - Owner

The solution provided for this organization included the Cisco EX90, an "all in one" video conference endpoint. The EX90 serves as the "client greeting station" in the remote warehouse facility. Upon entering the facility, the clients place a call to the Providence call center, and the BE6K routes the call to the next available agent. The agents are equipped with video enabled PC and Cisco Jabber software. The agents are able to engage in a face to face conversation with the client, and work with them to fulfill their order. In the event the client requires additional support, the agents are able to transfer the call to a video enabled "client collaboration room" which contains a Cisco DX650 video endpoint, and a large screen monitor.



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