



➤ Dental Technology leader improves team collaboration and boosts call center response rates with Microsoft Lync and Lexel

“The Microsoft Lync solution has helped SoE create a fantastic platform for our people to communicate efficiently and effectively,” - Umut Omer, SoE Operations Manager APAC.

BUSINESS NEEDS

Software of Excellence (SoE) is an international dental software development company. In the Australasian region there are 70 staff across Australia and New Zealand, including two separate Call Centres, one in Australia supporting two separate queues (initially 16 operators) and a New Zealand Call Centre (initially eight operators). These Call Centres handle between 250 and 300 calls per day. SoE needed to improve business intelligence and create a robust environment to drive efficiencies through the entire business by improving communications. One of the challenges faced was that operators on one queue would be quiet whilst operators on another queue would have a backlog of calls. There were also several open vacancies in Auckland resulting in a larger percentage of support calls being diverted to Melbourne. SoE wanted to improve their customer's experience by reducing the wait time.

The existing environment had several drawbacks:

- The VoIP solution was no longer supported and SLA's could not be purchased
- The existing Call Centre features were limited and could not offer the type of reporting SoE required
- Adding additional operators had several challenges, including limited capacity on switches in one region, whilst the other region had underutilized switches that couldn't be used because of geography

At the same time, the server and storage requirements were also under review as the current configuration was nearing capacity. There was uncertainty surrounding their Microsoft licensing as SoE had been purchased by a larger company with Microsoft Enterprise Agreements in

place but there was confusion on how to take advantage of this. Essentially, SoE wanted to break the siloed approach to technology and start removing the barriers which prevent people from communicating freely. Even though the initial objective was to consolidate two Call Centres (Australia and New Zealand), the business still had the requirement to operate in two different time zones. This often affected internal communications between developers, predominantly located in New Zealand and Call Centre agents, who even if located in the same building, had no idea when each other were available. Sales staff and other operational staff who travelled or worked offsite also needed to be better connected to the business.

LEXEL'S SOLUTION

After detailed analysis SoE determined the following outcomes were required:

- A stable, highly flexible and redundant hardware platform
- A reliable phone solution built on new technologies to ensure being 'future ready'
- A Call Centre application that could drive service levels and provide detailed reporting that the current solution lacked
- All Microsoft licensing being up-to-date and provided in the most efficient manner, ensuring maximum value was achieved
- Ability to use new communication tools, like Instant Messaging and Presence to improve efficiency
- Ability to reduce call costs while improving the customer's experience

Lexel simply began 'joining the dots' and identified that Lync was the complete communication platform. The starting point was the Call Centre, as this was seen as the main area of risk restricting SoE. Lexel had already engaged in preliminary conversations with Zeacom, who had also been exploring Lync, around the potential of providing a Zeacom solution on Lync. To ensure SoE's requirements would be met, a workshop was arranged with some SoE stakeholders where the power of Zeacom was demonstrated. Once it was confirmed that Zeacom was a great fit for SoE, Lexel provided cost comparisons of various turnkey solutions comprising of all the components to provide a phone, Call Centre and Unified Communications solution. The full Microsoft solution worked out to be around 25% cheaper over a 5 year period and offered a richer environment that was fully integrated from the start when compared to competitive solutions. Presence and Instant Messaging were included.

Next addressed was their Microsoft Licensing. As SoE is owned by Henry Schein (Inc), Microsoft Enterprise and Select Agreements were already in place through the organization. Lexel did not have visibility to the detail, however Lexel worked with its LAR partner to find the most suitable solution for SoE. Lexel detailed the solution design and found the most appropriate licensing model to ensure maximum value for SoE.

Once all the system requirements had been determined, suitable switches, server storage and hardware was sourced and implemented. Working to clearly defined deliverables, Lexel and Zeacom completed a successful implementation as partners, openly sharing knowledge to ensure issues were addressed as quickly as possible.

BENEFITS

The service desks have essentially been amalgamated into one, with staff now cross-skilled in products. The result is a Call Centre located to most efficiently support SoE's geographically dispersed client base. The solution is now also very resilient and this itself helped facilitate these changes without disrupting the Call Centre. Voice quality had been a major issue; one of the first things noticed by the Call Centre is the exceptional voice quality even when 'double hopping' the Tasman.

The solution helped improve service levels to SoE's customers; the current changes have already delivered a 25% reduction in wait time, with stage two conservatively estimated to deliver an additional 15% reduction in wait time (40% overall). The improved wait time has in turn reduced dropped calls significantly, ultimately reducing



calls to the afterhours service (which cost SoE on a per call basis) by more than 70%, a saving of over \$30,000 per annum.

Instant Messaging has been a great success, helping to connect people to resolve issues with much faster response times than previously.

The value of Lync for staff that travel or are just out of the office wanting to communicate is immense. As long as an internet connection is available, calls can be received and made as if the user is in the office and caller ID is available which is often an issue with call forwarding solutions. Because voice is merely data, international travellers are able to communicate without incurring excessive international call charges by using a Wi-Fi connection. Features like Presence and Instant Messaging work seamlessly, so no complicated VPN setup is required.

The 'phone system' is now simply an additional virtualized Windows server, enjoying the same benefits of other virtual machines on the network and is fully integrated into other Microsoft products like Exchange. Management through Active Directory has made administration secure and easy. This integration is helping improve communication, both internally and externally for SoE as Presence and Federation allowing people to contact each other with ease. The end result is a fully integrated, resilient solution that can easily scale and be expanded into other regions.

"Lync is so flexible; each area of the business seems to have found a 'got to have feature' that has changed the way people work," says Deane Alderman, SoE.

Lexel is a New Zealand owned provider of ICT services and solutions to business. We focus on maximising business performance by using industry leading expertise and solutions to streamline IT infrastructure. Twenty-two years in the IT business, Lexel is a known and trusted partner.

We specialise in providing solution consulting, infrastructure design, implementation, project management, outsourcing, support services and procurement. To allow us to deliver this wide range of services, Lexel Systems has partnered with the main technology providers in New Zealand and we have secured the highest level of certifications possible with each of these partners.