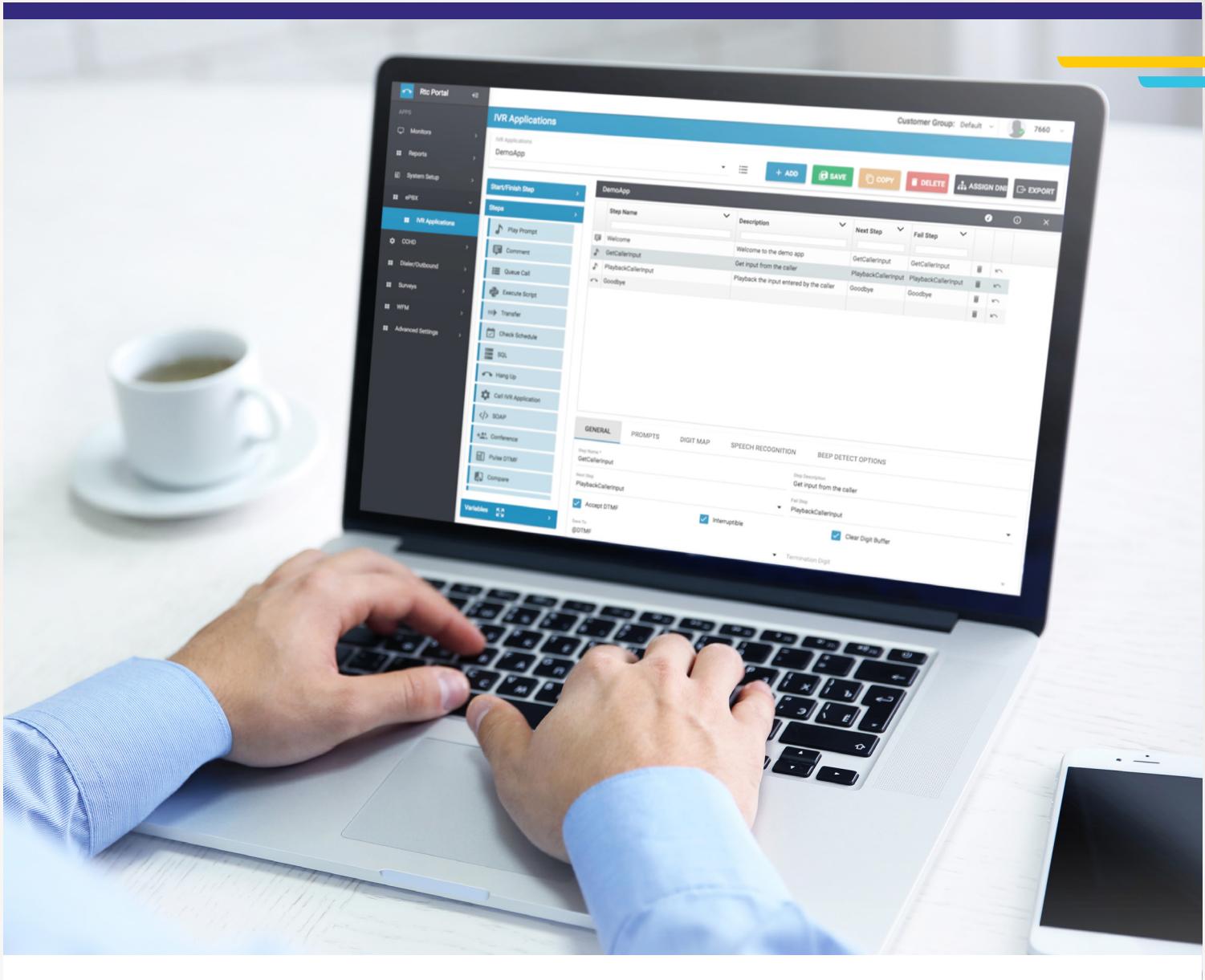




XComm Communications

Case Study

How XComm Communications Deployed CoreNexa Contact Center & Helped a Call Center Meet its SLA



CC Solution Summary

XComm Communications LLC, an MSP and CoreDial Partner for 7 years, deployed the CoreNexa™ Contact Center CCaaS solution for one of their customers with a 45-agent inbound healthcare call center. The employees who utilized CoreNexa Contact Center at the business included supervisors as well as member service, quality assurance, and compliance teams.

After utilizing CoreNexa Contact Center and analyzing the report data, the call center realized they needed to hire 15 additional agents to meet their service level agreements (SLAs) with healthcare clients. After seeing their client extrapolate such valuable outcome-focused insight from the platform, XComm decided to make CoreNexa Contact Center its sole Contact Center portfolio offering.

About XComm Communications

The XComm Communications team provides business communications services and has been a CoreDial Partner since 2012. XComm holds more than 60 years of professional telecommunications experience. Based in Florida, XComm builds, manages, and supports business communications services for small companies, call centers, retail, offices, and restaurants.

About the Healthcare Call Center

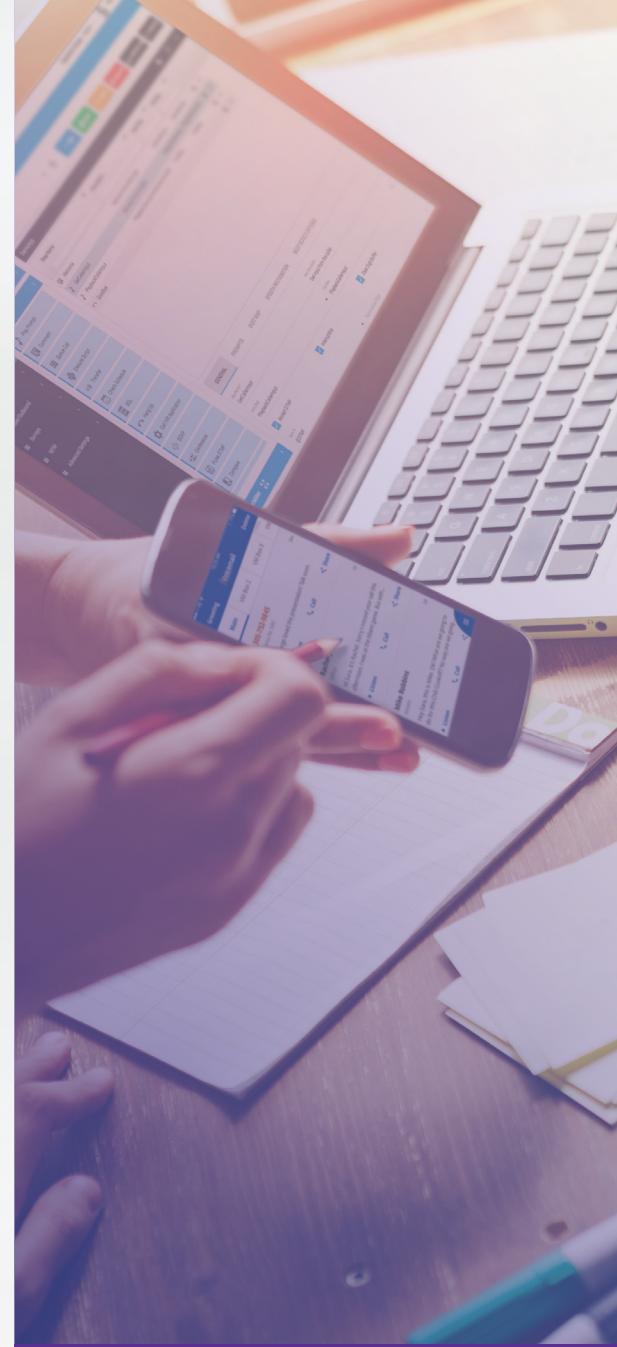
XComm's client takes inbound calls and administers a health plan directly for its own members. The business also handles overflow calls from members of 14 other health plans. In offering a call overflow service to these clients, the call center must ensure the members of the health plans who call into their Florida-based service bureau are not kept on hold longer than a predetermined amount of time.

A Need for Reports, Stability, and SLA Compliance

As part of the call center's commitment to serving over one dozen health plan clients, the organization ensures incoming callers' wait times do not exceed a preset duration. To do so, XComm's client needed a report-friendly solution that would offer clear data on whether callers' wait times were meeting SLA requirements.

The Challenge the Customer Faced Before Deploying CoreNexa Contact Center

XComm knew their client had previously used a contact center solution that lacked feature integration with its main portal. Specific and ongoing challenges were insufficient reports and inefficient ways in which agents were moved in and out of queues. In addition, call recording wasn't



“ If we can find **someone who is already using a **hosted** contact center from another provider, we can win their business easily because our product is **superior.** ”**

an available option, and queue administration was completed in a separate environment. Finally, users didn't have the ability to route phone numbers in the interface with the previous call center solution. The preceding CCaaS platform was patched together through the acquisition of different components which created many of the call center's challenges, challenges that were eliminated once XComm integrated the CoreNexa Contact Center solution with the client's Asterisk PBX framework. XComm General Manager, Jeff Reynolds, said the deployment of CoreNexa was easy:

"We don't have to have 20 logins to administer the system. The ease-of-use is the bottom line. Because it's so easy-to-use for end users, the likelihood of people misrouting calls is lower. The interface is much more logical, and it's an easier transition to the contact center. Administrators can pick it up in about two to three days with on-the-job training," Reynolds said.

In addition to ease-of-use and reports, XComm said their client needed services to be unified under one vendor in a more stable environment. Their previous provider, Fonality, supplied the call center with an on-premise, server-based PBX and Broadsoft solution. SIP service was provided by one of Fonality's partners.

The call center's previous setup did not work well as the server went down several times a week. XComm said their customer indicated the previous provider's response time was lengthy as was time needed to uncover and understand issues and work with IT staff on site.

“ Our CoreNexa Contact Center software is impressive and it shows well. ”

Jeff Reynolds





The CoreNexa Decision and Deployment Plan of Attack

Reason 1: Better Features

Before choosing to deploy CoreNexa Contact Center with XComm, the call center vetted three other contact center solutions—RingCentral, 8x8 and Nextiva. They chose CoreNexa CC after seeing the software in action during a demo and liked its features in comparison to the other options.

“Our CoreNexa Contact Center software is impressive and it shows well,” Reynolds said.

Specifically, Reynolds said customers were intrigued by CoreNexa CC’s ability to drag and drop agents in and out of queues as well as the accessibility of robust reports.

“In a contact center environment, you’re auditing people’s calls and quality assurance. With CoreNexa Contact Center, users can search for call recording specific themselves and supervisors can pull calls just for one agent. Other solutions make you go through files with an FTP site which wastes time,” he continued.

Reason 2: Easy CRM Integration

Using CoreNexa CC, the healthcare call center was able to have a CRM integrated for each of its 14 healthcare clients. XComm said the results were seamless and the only way callers knew they were talking with an overflow call center rather than their original healthcare provider was if the call center's agents had different regional accents than the clients' locations.

Reason 3: Robust and Custom Reporting

XComm also created two custom reports for their customer:

Custom Report 1: Provided data that showed whether agents hung up on customers prior to disconnecting their calls.

Custom Report 2: Provided queue hold-time data as well as the time it took callers to get through any front-end menus. XComm summarized that data and put it into a queue report.

In addition to the custom reporting, the customer also wanted to keep one year of call recordings in the Contact Center portal instead of the standard 30 days. In response, XComm created a custom FTP mirror site where the call center downloaded the call recording files whenever needed, while still keeping the recordings in the portal.

Unified, Fast, and Proactive Service

XComm streamlined its client's services, eliminating the need for multiple vendors. XComm set up the call center's Asterisk switch, Contact Center overlay, as well as registered their SIP phones.

XComm wanted to provide proactive service in handling the healthcare call center's network, so they dedicated a firewall at the customer's site just for voice and kept their data firewall the way the customer wanted. In doing so, XComm gained the ability to see if there were issues

“ With our [CoreNexa] Contact Center software, we own the product. All the engineers work directly for us that developed, managed, and deployed our offering. Because of this fact, each of our contact center deployments is customized to fit the needs of the client instead of fitting your business into a predefined framework. Using our contact center, our client was set up by the same technical team that developed our solution. ”

Jeff Reynolds



on the network as well as the capacity to do something about potential issues remotely. Identifying a root cause was important, but getting in and quickly taking action was even more valuable.

In a contact center environment, the speed of diagnosing a problem and quickness of applying a resolution is key, Reynolds said.

“Previously every time their server went down, the time to get it back up and running was one to two hours. In a contact center space, that’s not good. We’re bringing stability to them in that respect. With our platforms we can manipulate the whole environment without having to involve the IT team,” Reynolds said.

How the Call Center Has Benefited from CoreNexa CC

Benefit 1: Creating rich and satisfying customer experiences- Utilizing CoreNexa Contact Center, each overflow call from a health plan member that neared the call center’s predetermined time threshold was automatically transferred over to a “ready and waiting” agent.

The Result: This feature helped the business create better customer experiences by minimizing hold times for its callers. It also helped the call center stay within the preset guidelines of its call overflow agreements with 14 healthcare company clients.

Benefit 2: Detailed Agent Monitoring- An additional advantage XComm’s client realized using Contact Center was the ability to give their supervisors a real-time and granular understanding of how their agents were doing.

The Result: *“Managers can improve accountability by being fed much more accurate info. The contact center manager is able to see what agents are doing, listen to their calls, whisper to agents, and see what status they’re in.*

From an accountability perspective, it can help agents be more consistent with the company's guidelines. It also helps with productivity for agents as supervisors are able to get better reports," Reynolds said.

Benefit 3: Data-driven Operational Decisions- Once they began utilizing CoreNexa Contact Center, the call center could see better metrics on what was happening within the call center as well as how long inbound callers were waiting.

The Result: Detailed call metrics led XComm's client to identify a hiring need in their business. In response, the call center added 15 new agents to meet their SLAs for overflow calls.

How XComm Has Benefited from CoreNexa Contact Center

After becoming familiar with CoreNexa CC, XComm found the healthcare vertical could realize significant benefits from the solution. The business then switched CoreNexa Contact Center to its main product. Reynolds called CoreNexa CC a great value proposition and the best contact center solution in the market that gives him leverage over the competition.

"If we can find someone who is already using a hosted contact center from another provider, we can win their business easily because our product is superior," Reynolds said.

Reynolds has been in the industry for 27 years, so he is experienced in what the pain points and needs are for big companies.

"Once I added Contact Center, some new doors opened up for us. The platform can be deployed as standalone or over Asterisk and our product allows us to say yes to just about everybody. It's adaptable, and I've got a lot of opportunities because of it," Reynolds said.

CoreNexaTM

UCwithMe