

case study:

IP communications

Major Moving Company Drives Customer Service With VoIP

Hosted Voice over IP solution helps moving company communicate more effectively across multiple locations and improve customer service, while reducing complexity of IT support.

Company and Background

This moving company has more than 100 franchise locations throughout the United States and in other countries. The company serves residential and business customers, and offers packing services and supplies, as well as transport.

Key Business Challenges

Corporate decision-makers identified the following business issues as they related to the franchises:

- Inconsistent customer service quality
- Gaps in corporate standards adoption and performance
- Failure to realize full benefits of Customer Relationship Management (CRM) tool due to limited support and use
- Inconsistent handling and transferring of customer calls between and among corporate headquarters and franchise locations

Overall, company growth was leading to challenges in maintaining a high level of customer service while controlling costs, with communications and IT support identified as key areas needing attention. Previously, each of the moving company's franchise locations purchased their own voice services, circuits, and CPE from a myriad of providers. The result was a difficult-to-manage, expensive, and diverse mix of analog lines, analog phones, and key systems. Some franchisees had tried solutions from failed VoIP providers, while others relied on cell phones.

The solution standardized communications systems across the company, resulting in ease of management by IT staff and ability to deploy new, bandwidth-intensive applications to franchises.

The Solution

The company is working with Verizon Business to deploy a **Hosted IP Centrex (HIPC)** solution at franchises that average 12-30 telephones per location. New or renewing franchises are required to install HIPC. The solution combines PBX functionality that resides within the Verizon Business global IP network, with Polycom and Cisco premises equipment at the sites. In addition, the company is using **IP Integrated Access** at the headquarters and consolidating equipment sourcing through **CPE** professional services from Verizon Business.

Why Verizon Business?

Verizon Business supports its services with a global IP-based network, and has been instrumental in the industry-wide development of voice over IP services. The flagship **Hosted IP Centrex** offering provides PBX functionality over the network, so customers can easily take advantage of flexibility,

Large Moving Company With an Extensive Franchise System

business challenges

- Maintain customer service levels while expanding locations
- Simplify IT support
- Increase corporate visibility and control across franchise locations
- Deploy new applications corporate-wide

network solution

- IP Integrated Access at Corporate
- Hosted IP Centrex (HIPC)
- CPE at franchise locations
- CPE Professional Services

business value

- **Optimize.** Streamlined communications support to help improve operational efficiencies
- **Grow.** A flexible, scalable and cost-effective solution supports applications and future growth
- **Succeed.** Enhanced franchisee benefits that enable high customer service levels

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features, and economy of IP across both new and existing locations. A full suite of subscriber and administrative features are delivered over the network, simplifying IT challenges.

And Hosted IP Centrex is a comprehensive, cost-effective solution, including design, installation, and ongoing maintenance.

Results and Next Steps

The solution allows the moving company to:

- Privatize and standardize their network to provide a high-level customer experience across the entire organization
- Routinely monitor and measure franchise customer service performance
- Help increase customer satisfaction through seamless call transfers, proactive customer surveys, and timely follow-up of problems
- Simplify communications across a large geographic area via one technology provider for IP-based communications and equipment

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In keeping with its corporate objective of superior customer service, the moving company is now able to leverage HIPC's capabilities to easily roll out new customer feedback and response systems to all locations. With an XML-based application customers can complete a satisfaction survey either online or by telephone. When a negative response is reported, an alert appears on all telephones at the affected franchise location so immediate, proactive action can be taken to address customer concerns. The tool helps the moving company to quickly identify and resolve customer problems, thereby improving customer satisfaction.

And by integrating customer satisfaction data, corporate headquarters is now better equipped to gauge overall franchise service levels and take corrective actions if necessary. These types of service and productivity applications will continue to benefit the company as they look to further explore the advantages of **Hosted IP Centrex**.

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