

Case Study

PDX

PDX Inc., located in Fort Worth, Texas, is a leading pharmaceutical software vendor that replaced their Avaya PBX call center with Microsoft Lync and ice contact center



“We want to report back metrics that allow us to convince customers that we’re delivering a high level of service. With ComputerTalk’s tools, we are able to do that.”

Donna Gizbert, Senior Vice President of Client Services, PDX

Background

PDX Inc., located in Fort Worth, Texas, is a pharmaceutical software vendor. PDX discovered the benefits of unified communications in 2009, when it adopted Microsoft’s Office Communications Server (OCS) 2007 for internal use. For external communication with clients, they relied on their Enterprise Pharmacy System call center, which used an Avaya PBX system. Despite six years of planning and a \$100 million investment, PDX was unable to meet the rising demand to expand the level of support it could provide to clients.

Problems with their call center

The PDX call center was plagued by poor service times, a lack of monitoring and reporting, and inability to support email and web chat. The entire organization was under pressure to become tightly integrated and more efficient. PDX’s Avaya system was not supplying the tools they needed to satisfy their changing business requirements.



Unable to meet rising customer service demand

PDX wanted to a communication system that would meet changing business requirements.



Unable to leverage Microsoft Lync

PDX wanted a solution that integrates with Microsoft Lync.



Lacked monitoring and reporting tools

PDX needed metrics on call center staff performance and queues to be able to target areas of improvement.



Limited to voice

PDX wanted to leverage the different communication paths that OCS and Microsoft Lync would bring – voice, email, instant message, and webchat.

Solution

ComputerTalk's ice contact center offered PDX an all-in-one solution that met their new business requirements.



Scalable to meet growing demand

ice contact center allows administrators to add support staff and queues as they are needed. Because it is flexible, highly customizable and user-friendly, ice contact center can meet changing business needs.



Seamless integration with Microsoft Lync

ice contact center integrates cleanly with Microsoft Lync and Microsoft Office tools.



Real-time monitoring and comprehensive reporting tools

ice contact center provides a real-time monitoring tool that provides supervisors with data about support staff, queues, and teams. It also provides a comprehensive reports package with over 100 standard reports. PDX could now analyze trends and make well-informed short-term and long-term decisions.



Supports Unified communications

ice supports communication through different mediums, so clients can communicate with PDX using the method they prefer.

Results

With ice contact center, PDX was able to migrate from OCS to Lync, decommission their Avaya system, and upgrade their existing Customer Relations Management (CRM) software with Microsoft Dynamics CRM. These new tools streamlined and automated PDX processes.

The monitoring, administration, and reporting capabilities within ice gave PDX valuable insight into the contact center activities. This data helped PDX reorganize staffing schedules, decrease costs, reduce queue times and open new channels of communication. Donna Gizbert, Senior Vice President of Client Services, said, "We want to report back metrics that allow us to convince customers that we're delivering a high level of service. With ComputerTalk's tools, we are able to do that."

Quality monitoring of live and recorded calls revealed that clients were highly satisfied with the new system, as they now had the convenience of communicating through voice, webchat, email, and instant messaging.

Even though PDX's motivation for changing its system was to improve customer service, the company saw another benefit. PDX's Chief Technology Officer Jarrod Johnston anticipated a 3-year return on investment, despite delays in replacing the PBXs with the new server system.

ice contact center, working in conjunction with Microsoft Lync, delivers contact centers that help businesses grow. This is just one way ComputerTalk can help you meet your business needs. For more information, contact us at 1-800-410-1051.

Who are we?

ComputerTalk is the most successful provider of Contact Center and IVR solutions in Canada. Founded in 1987, its ice customers span Canada, the US, and UK. Household client names include 3M, BMO Mutual Funds, Globe & Mail, RBC Dexia, TD Securities, Federal, Provincial, Municipal, State, and Local Governments.

ice UC is a complete IP communications solution designed for Microsoft Lync 2010, and offered as both an on-premise solution or as a cloud service. ice UC communications enables business processes, providing detailed analytics, sophisticated reporting, skills based routing, and real-time monitoring. ComputerTalk solutions address the real business challenges of the end user, and empower them to produce an ROI with measurable results.

