

Case Study

Hosted Unified Communications Take Control of Your Business Communications

Client:

F&M Mafco



F&M Mafco sells, rents, repairs, and reconditions tools and equipment. It has about 300 employees and a call center that supports 20 agents both in office and remotely. They have two main locations in Harrison, Ohio and four other offices in Birmingham, Alabama; Carson City, Nevada; Charlotte, North Carolina; and Houma, Louisiana.

Challenge	CBTS Solutions	Results
<ul style="list-style-type: none"> The client has antiquated, expensive legacy phone system that is end of life The client needs solution to support advanced reporting for call center agents The client needs to centralize management and interconnected offices 	<ul style="list-style-type: none"> Hosted Unified Communications (Hosted UC) a scalable, cloud-based, fully hosted communications and collaboration solution Delivers advanced call center functionality without associated ancillary costs of support personnel Consolidates and controls all customer locations into one virtual system 	<ul style="list-style-type: none"> End of obsolescence - free software upgrades for the life of the agreement Improved call center reporting that provides insights for resource management and quality control Flexible infrastructure that allows customer to easily add/drop users across locations Mobility for disparate employees

Business Challenge

F&M Mafco had a legacy phone system that was end of life and required an upgrade in order to meet the current reporting needs of the call center. They had local phone services at their Harrison locations that included PRI, POTS, and LD T1. They wished to more easily tie the branches together and have the ability to manage the solution from a central location where IT management resides.

Communications, covered.

Hosted UC—F&M Mafco

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CBTS Solution

CBTS provided F&M Mafco with the Hosted UC solution including 170 seats, 20 of which are call center agents. Hosted UC is a scalable, cloud-based communications service. F&M Mafco gains complete control of their voice and data communications through a web portal. The communications and collaboration solution includes:

- Local, long distance, and toll free calling services
- Data connectivity
- Enterprise-class features and virtual applications, including corporate instant messaging and presence functionality
- All F&M Mafco premises equipment (CPE), including a router, switches, and IP handsets
- Call center
- Connectivity to F&M Mafco's second Harrison site provided via CBTS 100Mb Ethernet service

Services Included

The Hosted UC solution is monitored 24x7x365 by the CBTS Advanced Technology Solutions (ATS) group. If F&M Mafco has an issue or needs to route calls differently, they can make changes very easily. The service includes a self-service web portal for management of numbers, routing, and disaster recovery.

Employees Deployed on the Project

An Account Manager, a Sales Engineer, a Product Manager, and a Hosted UC Application Specialist were involved in designing the solution and implementation. A team of engineers monitors and manages the Hosted UC infrastructure 24x7x365.

Results

The Hosted UC solution with the hosted call center application enables F&M Mafco to capture more detailed information about the performance of their agents and the overall handling of customer calls. The IT Manager is now able to more effectively administer their system and perform changes quickly. F&M Mafco now has the foundation in place to easily expand the service to their four remote offices, enabling more control and management.

Additional benefits include:

- Reporting capability
- Mobility
- More extensive call center capability
- Centralized management
- Easy expansion to smaller offices
- Reduced operational cost with interconnected offices.