



Case Study

Leading furniture company enhances communications with combined UCaaS and CCaaS



**Furniture
MART**

Client: **The Furniture Mart**

The Furniture Mart is a top 40 furniture retailer with more than 50 locations, rapidly expanding across the Midwestern United States. Priding itself on beautiful, affordable furniture and sleep solutions, the company aims to create extraordinary home lives for a wide range of clients. With CBTS **Unified Communications as a Service (UCaaS)** and **Contact Center as a Service (CCaaS)**, The Furniture Mart was able to create a consistent customer experience and strengthen its brand.

Challenge	CBTS solution	Results
<ul style="list-style-type: none">• Due to an outdated communications system, the client wanted to leverage modern technology to optimize the client experience.	<ul style="list-style-type: none">• CBTS custom designed and deployed UCaaS and CCaaS solutions to meet the client's specific needs.	<ul style="list-style-type: none">• The client decreased risk due to aging communications infrastructure and reduced costs and maintenance burden.
<ul style="list-style-type: none">• The client's outdated and disparate copper analog phone lines were expensive, inflexible, and not scalable.	<ul style="list-style-type: none">• CBTS deployed next-generation technology on both the UCaaS and omni-channel contact center sides to improve customer experience.	<ul style="list-style-type: none">• The client can now easily send customers back to a contact center, should a store employee be unavailable.
<ul style="list-style-type: none">• An outdated contact center system was slowing down customer service and was unsuited for remote work processes.	<ul style="list-style-type: none">• CBTS implemented a Five9 CCaaS platform, which combines Five9 software with a Cisco UCaaS solution.	<ul style="list-style-type: none">• Unified inbound and outbound calling features allow agents to access multiple applications simultaneously.

Challenge

As a consistently growing company, The Furniture Mart was well-equipped to tackle the changes wrought by the COVID-19 pandemic. Although business remained steady, the company struggled with an outdated communications infrastructure. The Furniture Mart wanted to leverage modern technology to optimize the client experience. Additionally, the company found it challenging to ensure clear communication between its corporate headquarters and numerous retail outlets.

With disparate phone systems scattered between headquarters and dozens of separate stores, The Furniture Mart lacked a consistent environment when it came to cultivating the customer experience. The company's outdated copper analog phone lines were expensive, inflexible, and not scalable. If a call came in on the traditional analog telephone lines, sending that call to another store or to corporate headquarters was a more difficult process than it should have been.

Meanwhile, the company contact center ran on an outdated system, ill-suited for evolving customer needs and remote work solutions. The Furniture Mart required an omni-channel system capable of taking all customer requests—whether they be delivered via voice, SMS text, chat, or e-mail—and providing service from one central contact center.

CBTS solution

Knowing that today's customer demands faster service across a variety of communication channels, The Furniture Mart tasked CBTS with designing and deploying a combined UCaaS and CCaaS solution.

After being introduced to The Furniture Mart by the company's trusted advisor, CBTS understood the difficulty the client's contact center underwent in taking overflow calls from individual stores. According to Erald Gjoni, Chief Information Officer, Furniture Mart USA, "the work our trusted advisor did to manage telecom vendor relations ensured the success of the project." To further streamline the client's telecom services, CBTS supported the client's nascent digitization effort via next-generation UCaaS, allowing employees to take calls from a desk phone or while on a Microsoft Teams session.

CBTS leveraged the expertise of subject matter experts on both the UCaaS and omni-channel contact center sides of the solution, implementing a combined universal solution across the entire environment. Additionally, CBTS depreciated most of the client's traditional copper analog assets. UCaaS provided fully integrated voice and collaboration solutions, while cloud-based UC with integrated Cisco Webex was deployed to improve collaboration and workplace productivity. CBTS designed the omni-channel system with the customer in mind, enabling them to interface with The Furniture Mart via their preferred communication pathway (for example: voice, SMS text, chat, or e-mail).

CBTS delivered contact center advances through its Five9 CCaaS platform, which combines Five9 software with trusted Cisco UCaaS solutions. The Five9 blended contact center unifies inbound and outbound calling features so users can access multiple applications simultaneously from a single cloud-based platform. Together, Five9 and CBTS offer:

- 24x7x365 network availability.
- 99.990% uptimes.
- Real-time software upgrades.
- Strict end-to-end security protocols.
- Redundant global data centers.

Results

With its new omni-channel environment, The Furniture Mart has merged UCaaS and CCaaS into one single solution. These elements working together allow the company to seamlessly pass calls from the contact center to a knowledgeable staff member in logistics, shipping, scheduling, or any other department. With CBTS solutions in place, the client decreased risk due to aging communications infrastructure and reduced costs and maintenance burden.

Considering UCaaS and the contact center are both utilizing the CBTS cloud, the client can easily send customers back to the central contact center, should a store employee be unavailable. Additionally, advanced digitization gives the company enhanced disaster recovery abilities, as it is no longer tied to a single phone system sitting in a single, vulnerable data center.

Ultimately, a customer-centric network enables the client to rapidly meet customer demands in a crowded marketplace. A fully managed solution from CBTS also provides the flexibility for new store builds, acquisitions, and turn downs.

The CBTS implementation team completed The Furniture Mart's switch to a modern communications infrastructure within an aggressive timeline. By partnering with an experienced, accountable team to execute the transition, the client had access to valuable resources, tools, and expertise.

Contact CBTS for more information on how a custom UCaaS and call center solution can modernize your organization and enable streamlined growth.

"The outstanding CBTS project management team walked with us throughout the whole process. Their ability to solve our company challenges rose above just the technical aspect and far exceeded our goals."

— Erald Gjoni, Chief Information Officer, Furniture Mart USA

