



Dimension Data transforms Belkin's contact centre with IP telephony solution

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– Kevin Beverley, Solution Architect, Dimension Data

Critical business issue

Belkin International, a global supplier of networking solutions and accessories for the home and office, set out to replace an ageing and unreliable phone system.

Belkin's business objective

The company's customer service unit, located at West Gosford on the NSW Central Coast, needed a new IP-based platform that would offer more functionality to call centre staff and managers and support a move to a new office in Tuggerah.

The solution

Cisco Gold Certified Partner Dimension Data beat out two competing suppliers to win a contract to design and implement an IP telephony solution based on the Cisco Unified Communications platform.

After identifying Belkin's requirements, Dimension Data replaced an existing TDM-based telephony solution with a Cisco Unified Communications Manager Cluster to support an IP telephony backbone, Cisco Unified Contact Center Express (UCCX) to support the call centre and Cisco Unity to provide voicemail functionality and integration with Microsoft Exchange. The platform runs on top of a new Cisco-based data network at the new Tuggerah office.

The solution supports 15 customer service representatives who take calls from customers across Australia and New Zealand. These staff members answer questions about Belkin products and provide technical support.

“Our project management capability helped us win the business,” says Kevin Beverley, Solution Architect, Dimension Data. “Belkin had a strict office relocation plan and we put a solution together that worked with those plans. We identified potential issues and suggested how to alleviate any problems that may arise during the move. I'm not so sure the other integrators that were competing for the business gave it much thought.”

The capabilities Dimension Data brought to Belkin

The Dimension Data team also helped Belkin realise that there was a range of options available to improve the company's contact centre capabilities. “We took the time to understand how the business worked, the trouble they had with the call centre due to a lack of centralised reporting, while introducing the company to the benefits of the UCCX platform,” says Beverley.

Dimension Data's Cisco Gold Certified Partner status also ensured that Belkin was supported by technical and project management staff with extensive experience in rolling out Cisco-based IP telephony networks and contact centres.

PARTNER PROFILE

Dimension Data

Dimension Data is a specialist IT services and solution provider that helps organisations plan, build, support and manage their IT infrastructures.

The company's client base spans many industries including government and education, manufacturing, telecommunications, financial services, and healthcare.

www.dimensiondata.com.au



PARTNER TIPS

Understand the customer's business issues before discussing technology

Demonstrate the solution to make the customer feel comfortable

Look for additional service opportunities such as training and maintenance

Use Cisco incentive programs to increase profitability

The deployment and outcomes**1. Providing guidance and support**

The project kicked off with an initial meeting attended by Dimension Data team members, Belkin's chief financial officer and IT, customer service and human resources managers. During the meeting, the representatives discussed which technologies would be required and determined the bill of materials and cost estimates for the project.

"Although Belkin understood that customer service was important, the company needed some guidance on how technology could be used to improve its customer support function," says Beverley.

2. Consistent project management ensures results

Dimension Data used its Primer project management methodology to design and implement Belkin's contact centre solution. The methodology is based on a set of procedures that ensure consistent results and minimise risks during the deployment.

"We looked closely at Belkin's customer service and support function and used the methodology to understand Belkin's requirements and establish how the solution would work within the service desk," says Beverley. "The methodology also helped us stick to Belkin's strict budget for the project."

3. Consideration of unique circumstances

Belkin required a sophisticated system that would address the shortcomings of its existing TDM-based contact centre platform. "It took a great deal of time to make changes to the old system, which affected productivity and customer service," says Beverley. "Belkin also needed to be able to switch overflow calls to an outsourced agency during peak call periods."

"Belkin had some unique requirements and during this project we learned that applying business rules to the contact centre is extremely important, even for smaller deployments such as this one," adds Beverley.

"During the demonstration, Dimension Data had the opportunity to talk about the planning and implementation services they would provide."

– Adam Philpott, Regional Sales Manager, Cisco

Adding value to partner-client relationships

Prior to the deployment, Belkin staff received a demonstration of the Cisco Unified Contact Centre Express (UCCX) platform at Cisco's head office in North Sydney. During the demonstration, Belkin staff could immediately appreciate how the technology worked and its relevance to their call centre operation.

"Cisco provided expertise around the technology's capabilities and explained how it could streamline Belkin's business," says Adam Philpott, Regional Sales Manager, Cisco. "During the demonstration, Dimension Data also had the opportunity to talk about the planning and implementation services that they would provide to Belkin during the deployment."

PRODUCTS AND SERVICES

Cisco Unified Communications Manager Cluster

Contact Center Express (UCCX) Contact Management Platform

Cisco 7911, Cisco 7961 and Cisco 7941 IP phones

Cisco Catalyst 2960 Power-over Ethernet switches and Cisco 2800 Series routers

According to Philpott, this created an environment which cemented the partnership between Cisco, Dimension Data and Belkin.

“This technology changes so rapidly; we can send the customer all the information in the world, but seeing is believing. The demonstration showed Belkin how the solution would work in a real-world scenario.”

Although Dimension Data deployed the solution, Cisco’s technical team is always available to address technical issues if required.

Cisco also provided Belkin with some insight into similar call centre deployments with other customers. “We showed them how other customers in a similar situation achieved their goals,” says Philpott.

“Customers benefit from access to equipment and our professional services.”

– Kevin Beverley, Solution Architect, Dimension Data

Dimension Data enjoys revenue streams generated by ongoing maintenance of Belkin’s IP telephony network. “We are constantly looking for new ways for Belkin to get more value out of their IP telephony network and are always available to fix any hardware and software problems that may arise,” says Beverley.

Belkin staff have also participated in Cisco technology training at Dimension Data’s training facilities in Sydney. “Customers benefit from access to equipment, and our professional services,” says Beverley.

Belkin was one of Dimension Data’s first customers in the smaller contact centre space. “We have proven to the market that we can take the methodologies used to deploy large IP telephony networks and apply them to smaller call centres with specific requirements,” says Beverley.

For more information

To find out more about Cisco Unified Communications, visit www.cisco.com/go/unifiedcommunications.

To find out more about Dimension Data, visit www.dimensiondata.com.au.

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