

Manufacturer Gets First-Time Issue Handling with Video Calls



Face-to-face access to experts improves customer service at Came Group while raising productivity and saving money

EXECUTIVE SUMMARY

Customer Name: Came Group

Industry: Manufacturing

Location: Italy

Number of Employees: 1400

Challenge

- Solve field problems quicker and speed decision-making
- Improve customer satisfaction
- Cut travel costs

Solution

- Cisco Collaboration Meeting Rooms Hybrid

Results

- Makes available rapid face-to-face access to experts for first-time issue resolution
- Extends TelePresence to anyone, anywhere, on their device of choice
- Saves cost of 100 two-day in-person meetings for thousands of people per year

Challenge

Came Group is great at keeping people out. Its three companies are leaders in things such as electric doors, entry systems, and bollards. But its growth depends on letting people in. Like thousands of third-party installers around the world. The Group needs to make sure the installers have full access to its experts.

Before, this was done over the phone. But solving a problem on an audio call is not as easy as seeing it first-hand, which meant sometimes a customer had to wait until a Came Group expert could visit.

The phone was also useless for training and sales events, which meant Came Group had to pay for installers to attend them. With each of its 50 worldwide offices having at least a couple of meetings a year, that's 100 events for thousands of people. On top of that, Came Group was eager to find a way to speed up decision-making.

Solution

Came Group was already using Cisco® TelePresence® to hold meetings between units. So why not extend those video links outside the business? The challenge was to find a way of dealing with any endpoint, from a smartphone to an iPad. For this, the group chose Cisco Collaboration Meeting Rooms (CMR) Hybrid. The solution extends on-premise Cisco TelePresence sessions to include Cisco WebEx® Meeting Center users from outside.

CMR Hybrid is enabled by a range of systems, including Cisco TelePresence Server and Cisco TelePresence Management Suite. At Came Group, those systems are hosted on Cisco Unified Computing System™ (UCS®) servers. CMR Hybrid is also enabled by a subscription to Cisco WebEx Meeting Center. Dimension Data installed the solution.

Cristiano Bedin, infrastructure manager, says: "We chose Cisco because it was an enterprise-level system with stability, video quality, and added functions. And it integrates well with other apps like Microsoft Exchange and Outlook."



Official Partner

“Problems are solved faster, so installers can complete more work. Our clients are happier. So they’re more likely to buy from us again.”

Massimiliano Tesser
CIO
Came Group

Results

Now, when installers have a problem, they just put a video call in to a Came Group local office. They can use any mobile device, from a smartphone to a laptop. Often the advisor can sort things out first time. If not, they can put the video call through to a head office expert. The end result is improved relationships, reputation, and customer retention.

“Problems are solved faster, so installers can complete more work,” says Massimiliano Tesser, CIO. “Our clients are happier. So they’re more likely to buy from us again.”

And staff can provide advice without having to travel. So the company saves money. CMR Hybrid does away with the need for installers to travel to events, saving cash and time. Came Group managers are also more productive. The chief executive, for instance, has been known to attend board meetings via video while on his way to visit customers.

“From a marketing perspective, using these tools means Came Group is seen as a modern company,” says Tesser. “That adds value to the brand, even though we’ve more than 40 years of history.” To get even more value out of its technology, Came Group is now looking to upgrade its switching and bring in Cisco Meraki® cloud-managed Wi-Fi.

For More Information

To learn more about the Cisco solutions in this case study, go to:

www.cisco.com/go/collaboration

Product List

Collaboration

- Cisco WebEx
- Cisco Collaboration Meeting Rooms Hybrid
- Cisco TelePresence Video Communication Server Expressway
- Cisco TelePresence Server
- Cisco TelePresence Management Suite
- Cisco Unified Communications Manager
- Cisco Unified Presence Server
- Cisco Jabber® for Windows
- Cisco Jabber Guest



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