Accelerating Enterprise Digital Transformation
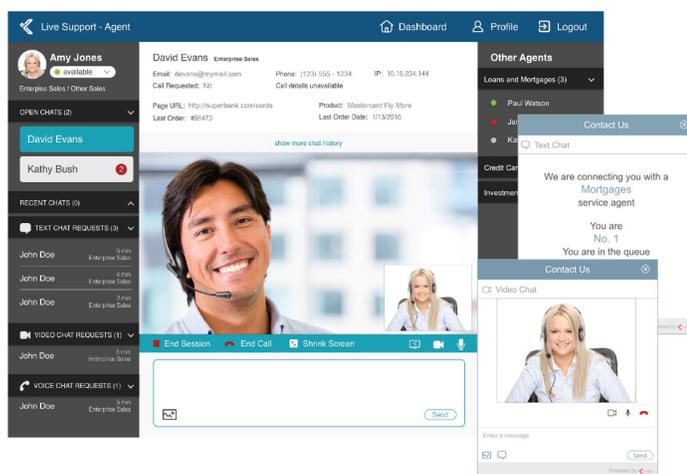
With Kandy Live Support

Customer

Innova-ITC is an IT & Telecom Consulting company based in Peru that provides professional services and solutions for service providers and enterprise customers in the Peruvian and Colombian markets. Innova-ITC provides a wide offering of Unified Communications with a special focus in value added solutions powered by cloud technologies.

Challenge

Innova-ITC was looking for ways to position themselves as an accelerator of digital transformation for their customers, particularly in the customer service space. They were looking for a solution that could address specific service verticals— such as retail, education, real-estate, finance and government among others— but could also be resold by marketing consulting agencies as a value-added component within their own offerings.

The solution had to be cloud based, easy to integrate and manage and provide a competitive cost factor to better differentiate Innova-ITC within their market, and needed to support multinational deployment to accommodate their customers in Peru, Colombia and the rest of the region.

> **Ribbon's Kandy Live Support fills a void that standard communication solutions haven't been able to fill in the enterprise and service provider spaces and will allow us to accelerate the digital transformation of our customers.**
>
> - *Roy Rodríguez, Business Development Manager at Innova-ITC*
>   *www.innova-itc.com*

Solution

Innova-ITC integrated Live Support into their solutions catalogue as part of their Digital Transformation offering to the market.

With Live Support, Innova-ITC's customers can provide an interactive customer service/support experience directly from their website. The Live Support administration portal allows enterprise administrators to create menus with options assigned to departments and generate a web button that can be easily added to their websites. By pressing this button, end users can rapidly select a department or topic to seamlessly route them to a customer service/support agent. The agent and the user interact via web services (WebRTC) to start a text chat, voice or video call (1-way or 2-way) as well as exchange files or share the agent's screen.

Live Support provides a higher level of customer engagement that drives customer loyalty and promotes sales. It creates a compelling way for organizations to add another level of service to existing call centers, without massive upgrades or agent retraining.

Why Ribbon Communications

- Technical fit and merit — carrier grade heritage, reliability and performance of the solution and ability to offer an overlay approach to complement their cloud based unified communications solutions.

- Flexibility — can be used for direct customer support or as a component to add into a company's service portfolio—for example, as an integrated service for an online marketing agency.

- Economics — cloud based deployment with a balanced total cost of ownership

www.ribboncommunications.com