

Improving Customer Service for Global Enterprises

With Kandy Visual Attendant and Live Support

Customer

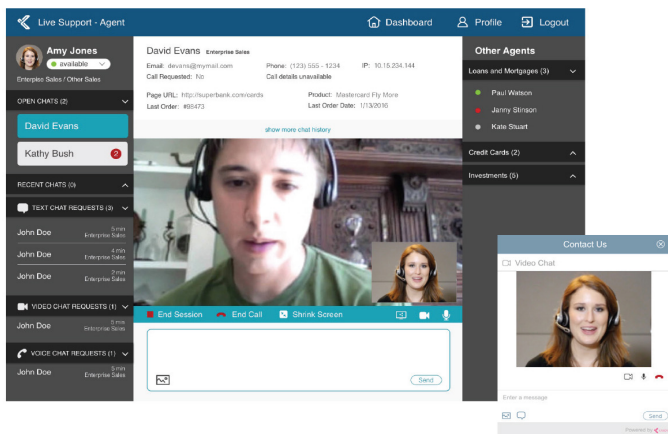
Atlas Communications is a global provider of mission-critical unified communications (UC) services, consulting services as well as cloud and managed services. Atlas is focused on helping businesses transform their communications by rationalizing and securing existing assets while simplifying the transition to modern, efficient unified communications tools and platforms. They offer a full spectrum of UC offerings to meet a wide breadth of deployment requirements and environments.

Challenge

Atlas' customers frequently expressed the desire to reach broader audiences. How could they make it easier for end users to connect, engage and hopefully buy more products/services or make it easier to get support? Many had existing contact center and/or CRM tools so they wanted simple, cost-effective, tools that would integrate and complement what they had – not require massive investments in new systems. Of course, Atlas wanted solutions that would work in concert with their own UC portfolio, tailored for large multinational financial, healthcare and service provider organizations.

Solution

Atlas Communications started by integrating Kandy Visual Attendant (VA) and Live Support into their customer engagement process, communication enabling their own website and business processes. After seeing the benefits, they added both to their solutions catalogue.



Ribbon's Kandy solution is the right technology solution from the customer point of view. The UC space is very crowded and there is not much differentiation among competitors on the core set of services but Kandy is a differentiator in terms of its ability to offer a migration strategy and robust execution plan.

- Indrajit Ghosh, CEO Atlas-Smart IMS

Visual Attendant provides a cost-effective way for an organization to add click-to-call menus to any website. End users can contact the appropriate person or department by rapidly navigating a menu tree, selecting the right department or resource, clicking to start a phone call from the web browser. Users reach the employee or department's phone without having to leave the company's website or traverse a labyrinth of auto attendant prompts; VA eliminates IVR frustration and enhancing customer satisfaction.

With Live Support, enterprises can provide an interactive customer service/support experience directly from their website. As with Visual Attendant, 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, global presence to address the needs of companies with global workflows and heterogeneous voice network architectures (PBX and non-PBX serviced sites); ability to offer an overlay approach instead of a rip and replace.
- Scale — not only having service provider grade backbone, but also the ease of operating and integrating Atlas Communications managed services platforms.
- Economics — flexibility of deployment and balanced total cost of ownership

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