

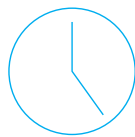
## T.D. Williamson Inc.

With today's busy schedules, people's time is precious. If requests are not answered within a short period of time, customers will turn to other vendors or service providers. Businesses that use basic call management systems are often unable to support the new modalities and offer the type of service customers have come to expect.

T.D. Williamson (TDW) is a global pipeline manufacturing and service company with a dedication to quality and extreme customer commitment. TDW has seen great success using Lync 2013 as a collaboration tool and used it for global conferencing and internal communications. Using ComputerTalk's ice (Intelligent Communications Exchange) Contact Center, TDW's internal help desk was able to leverage existing Lync infrastructure to decrease response times and improve customer service.

⌚ Decreased  
response times  
from up to  
**30 minutes**  
to **18 seconds**

## T.D. Williamson saw several benefits:



Faster Response  
Time



Immediate  
Information



Scalable

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*"In my personal opinion," says Drew Stuart, TDW's IT System Administrator, "There are very few organizations that could not benefit from ice."*

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# Challenge

TDW's internal help desk used a basic Avaya call management system to deliver customer service to employees. Unfortunately, the system did not provide TDW with the robust routing they needed. In some cases, auto-attendants routed calls inaccurately. The average response time was reportedly as high as half an hour and the help desk was seeing an increasing number of abandoned calls. Since their system did not provide reports, they could not track customer call volumes and patterns and were unable to improve their customer service.

TDW uses Lync as its global conferencing solution and were in the process of converting their VoIP solutions to Lync Enterprise Voice. TDW was looking for a contact center solution that would be able to fully integrate with Lync.

# Solution

## Faster response time

With ice effectively routing calls, customers are quickly directed to appropriately-skilled agents, increasing response time and decreasing the amount of abandoned calls.

## Immediate information

With real-time monitoring and in-depth historical reporting, the help desk was able to create reports and track the call abandonment rate. They were able to discover the causes of high response times and high abandon rates and design a solution to combat it.

## Scalable to meet growing demands

Because ice is highly customizable, it met the changing needs of the department. Administrators could quickly modify queue and agent assignments. Also, it was easy for them to add new agents while retaining inactive ones for reporting continuity.

# Result

When TDW first saw ice contact center, they were "immediately impressed with its dynamic, customizable functions and features, as well as its technologically agnostic nature. [Having] a solution that provides this versatility allows options for future changes while protecting the investment on the long term," says TDW's IT System Administrator, Drew Stuart.

After implementing ice on their internal IT helpdesk, TDW saw immediate results - their response time dropped to an average of 18 seconds within 72 hours of going live.

Because ice delivered what they needed, TDW is implementing ice in their external customer service/sales department. They are also planning to expand ice in multiple service centers.

ice contact center helped TDW improve their customer service by providing monitoring tools and reducing response time. This is just one of the ways ComputerTalk helps organizations use technology to improve their communications process. For more information, visit <http://www.computer-talk.com/en/products/contact-center-for-lync>



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