

PDX

PDX Inc., located in Fort Worth, Texas, is a leading pharmaceutical software vendor that replaced an Avaya PBX call center with Skype for Business and ice Contact Center.

HOW PDX SUCCEEDED

With ice Contact Center, PDX was able to migrate from OCS, to Lync, then to Skype for Business. The company finally decommissioned the old Avaya system, and upgraded from an existing Customer Relations Management (CRM) software to Salesforce. These new tools streamlined and automated many processes at PDX.

The monitoring, administration, and reporting capabilities within ice gave PDX valuable insight into contact center activities. This data helped PDX reorganize staffing schedules, decrease costs, reduce queue times and open new channels of communication. Donna Gizbert, Senior Vice President of Client Services, said, "We want to report back metrics that allow us to convince customers that we're delivering a high level of service. With ComputerTalk's tools, we are able to do that."

Quality monitoring of live and recorded calls revealed that clients were highly satisfied with the new system, as they now had the convenience of communicating through voice, web chat, email, and instant messaging.

Even though PDX's motivation for changing its system was to improve customer service, the company saw another benefit. PDX's Chief Technology Officer, Jarrod Johnston, anticipated a 3-year return on investment, despite delays in replacing the Avaya PBX with the new system.

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Donna Gizbert, Senior Vice President of Client Services, PDX

Solution



ComputerTalk's ice Contact Center offered PDX an all-in-one solution that met the new business requirements.



Scalable to meet growing demand.

ice Contact Center allows administrators to add support staff and queues as needed. Because it is flexible, highly customizable and user-friendly, ice Contact Center can meet changing business needs.



Real-time monitoring and comprehensive reporting tools.

ice Contact Center provides a real-time monitoring tool that provides supervisors with data about support staff, queues, and teams. It also provides a comprehensive report package with over 100 standard reports. PDX can now analyze trends and make well-informed short-term and long-term decisions.



Seamless integration with Microsoft Skype for Business.

ice Contact Center is Skype for Business native, enabling seamless integration with Microsoft Skype for Business and Microsoft Office 365 tools.



Supports unified communications.

ice supports omnichannel communications, so clients can communicate with PDX using their preferred method.

Problems

The PDX call center was plagued by poor service times, a lack of monitoring and reporting, and the inability to support email and web chat. The entire organization was under pressure to become tightly integrated and more efficient. PDX's Avaya system was not supplying the tools needed to satisfy changing and growing business requirements.

Avaya PBX issues



Unable to meet rising customer service demand

PDX wanted a communications system that would meet changing business requirements.



Unable to leverage Microsoft Skype for Business

PDX wanted a solution that integrates with Microsoft Skype for Business.



Lacked monitoring and reporting tools

PDX needed metrics on call center staff performance and queues in order to target areas of improvement.



Limited to voice

PDX wanted to leverage the different communication paths that Microsoft Skype for Business would bring – voice, email, instant messaging, and web chat.

PDX Background

PDX Inc., located in Fort Worth, Texas, is a pharmaceutical software vendor. PDX discovered the benefits of unified communications in 2009, when it adopted Microsoft's OCS 2007 for internal use. Since then, the company has upgraded to Lync and subsequently to Skype for Business. However, despite being at the cutting edge of internal communications, PDX still relied on an Avaya PBX system for external communications. Even with six years of planning and a \$100 million investment, PDX was unable to meet the growing level of support required to satisfy clients.

About Us

ComputerTalk helps organizations deliver excellent customer experiences across every communications channel.

Our solutions improve contact center productivity and integrate the contact center with the rest of the organization so companies can truly leverage their knowledge workers. Our contact center solution is an ACD and Speech IVR powered by an application designer tool. This tool empowers organizations to build custom applications that transform the way they interact with customers.

ComputerTalk, founded in 1987, is headquartered in Markham, Canada. We are a Microsoft Gold Certified Partner in Application Development and Communications. We hold an Microsoft ISV Partner certification and we are a Member of the Enterprise Cloud Alliance.

ice Contact Center, working in conjunction with Microsoft Skype for Business, delivers contact centers that help businesses grow. This is just one way ComputerTalk can help you meet your business needs. For more information, visit us at computer-talk.com.



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