



A Customer Technical Support Center Case Study

Westcon history

Westcon Group is the world's leading specialty distributor of advanced network technology solutions. Since 1985, the Company has developed a multi-national leadership position in data networking, convergence and security--Westcon Group is now a \$3 billion dollar company with operations across six continents and over 1,500 employees.

Through its Comstor, Westcon Convergence and Westcon Security brands, Westcon Group is a significant sales channel for Cisco, Avaya, Nortel, Juniper Networks, Polycom, Check Point and close to 100 other best-of-breed and best-in-class vendors. The Company's customers are resellers, systems integrators and service providers primarily focused on delivering high-end solutions in convergence, security and mobility to their end-user customers.

Braxtel Communications History

Founded in 1997, Braxtel Communications provides comprehensive contact management solution allowing for the customized development of customer communication systems with the flexibility of integration to existing systems, resulting in an efficient, economic service model that supports multichannel customer communications. Braxtel's tightly integrated, standards-based communications platform, Fluency™, is an all-in-one system that automates the customer contact function, providing the ability to create customer relationship management strategies. Fluency eliminates the need to invest in disparate technologies, leverages existing technology infrastructure investments, and seamlessly integrates into organizations' pre-existing systems and processes.

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Westcon Group is comprised of (3) Practices: Comstor, Westcon Security and Westcon Convergence. Each practice was supported by a telecommunications infrastructure based upon technology from each practice. In order to enable a more streamlined experience for customers, the Director of Technical Services decided that the best approach was to install Contact Center Automation. However, an unforeseen challenge was encountered as each practice wanted to remain on their existing telecommunications infrastructure.

Braxtel Communications' Fluency Contact Center provided a solution, which enabled Westcon Group to build a Customer Contact Center Platform layered on top of all (3) disparate telecommunications systems, while providing all the functionality that was required: Fluency Voice Routing & Speech Recognition supported Remotely Dispersed Agents, Enhanced Vendor Selection and Routing for Pre-sales, Post Sales Technical Support.

"Braxtel's Fluency Contact Center facilitated Westcon Group to simplify support options and leverage our entire technical staff to address our customers technical support needs" Jeffrey Kastroll (Westcon Group Director of Technical Services).