



LEVERAGING LYNC FOR VOICE AND CONTACT CENTER

Microsoft Success in Insurance and Financial Services

Many organizations today are adopting Microsoft® Lync as their unified communications (UC) and collaboration solution based on simplicity, features, and the ability to gradually deploy functionality as they need it.

As a leading integrator of best-in-class communications solutions and services, ConvergeOne is committed to helping organizations of all types and sizes optimize the value and performance of Lync in their technology environment, whether the goal is to:



- > Add Lync capabilities to an existing voice platform
- > Move to Lync for voice and bring existing applications along
- > Launch a new solution from scratch

The following is an example of how ConvergeOne helped an insurance and financial services organization adopt Lync for its voice and contact center needs.

The Organization

An organization with more than a million customers worldwide, this company provides supplemental health insurance benefits and financial services to education employees, auto dealerships, healthcare providers, and municipal workers across the United States. As a provider of services, the company was always looking for ways to improve the customer experience and the efficiency of its operations.

The Challenges

Over time, the company began to recognize the need for a significant communications platform upgrade to accommodate:

- > Internal requests for new recording, reporting, supervisor, and mobile applications
- > A new vision for an IT infrastructure enabling “high tech, high touch” for customers
- > The plan to move the company’s central operations to a newly purchased, larger site
- > Multiple locations with disparate systems that needed to be interconnected.

ConvergeOne had worked with the company for many years, including engaging with a partner in the implementation of Microsoft Exchange Unified Messaging. As the company began talking about its needs and exploring options with ConvergeOne and other companies, it became apparent that replacing its legacy system, rather than upgrading, was its goal.

As ConvergeOne looked at possible solutions in light of this goal, we had a daring idea: Since the one constant in all of the company’s locations was Microsoft, why not shift away from the traditional system entirely and use Lync to connect everything?

The Winning Solution

ConvergeOne won the company over with a proposal for a solution that:

- > Enables a comprehensive platform migration leveraging Microsoft



The company now has a flexible platform it can build on for the future, to meet the needs of customers and grow the solution to add users and new capabilities as needed.

- > Connects all locations and users
- > Provides flexibility for changing needs and additional users
- > Allows for the integration of new and existing business applications
- > Provides tools for enhancing the customer experience

The ConvergeOne solution called for the implementation of Lync Enterprise Voice along with a contact center solution to meet the company's customer service needs. In addition, ConvergeOne brought unique Microsoft expertise to the project:

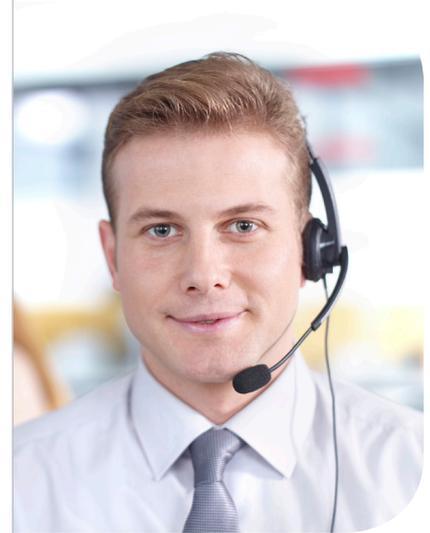
- > Advanced competencies as a designated U.S. Microsoft National Systems Integrator (NSI) and Lync Certified Support Partner (LCSP)
- > The support of a dedicated in-house Microsoft practice including Lync Microsoft Certified Masters (MCMs) and solutions architects
- > Extensive experience in the successful integration of Lync for voice, UC, and contact center
- > Unique, in-depth understanding of how voice works in a Microsoft environment
- > Leadership in developing and delivering next-gen solutions on the MS platform
- > Complete maintenance, monitoring, and managed support for Lync-based voice and UC solutions
- > Direct access to level 3 and 4 Microsoft engineers and MS technical resources across the U.S.

The solution also included support from ConvergeOne partners AudioCodes and Zeacom for gateways and contact center functionality, respectively. Additionally, the company signed on for ConvergeOne Managed Services for Microsoft Lync, which provides maintenance and monitoring support for Lync-based voice and UC.

The Results

The company now has a flexible platform it can build on for the future, to meet the needs of customers and grow the solution to add users and new capabilities as needed. The company also plans to work with ConvergeOne to integrate additional contact center applications.

For more information on Microsoft Lync solution integration for your organization, please contact your ConvergeOne representative or call 888 321 6227.



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