CASE STUDY

UCx Unified Communications

Dun & Bradstreet NetProspex increases productivity and optimizes the customer experience with UCx

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>
> *Keith McDuffee,
> Director of IT,
> Dun & Bradstreet
> NetProspex*

TPX

A six-week-plus snow siege in January-February 2015 had parts of New England blowing past all-time records. Boston alone saw over 110 inches, breaking the previous snow fall record. Between impassable roads, limited to no public transportation, and weeks of school closings, local businesses were hit hard, with an estimated $1 billion in lost wages and profits attributed to the winter weather. However, according to Keith McDuffee, Director of IT at Waltham, Mass.-based Dun & Bradstreet NetProspex, the weather wasn't a factor for the company's sales and customer service teams. By using the UCx Hosted Unified Communications service, employees were able to place and receive calls on their computers using their business line identity while working from home.

PROFILE

- Contact data provider for marketing professionals
- More than 100 employees
- HQ location

CHALLENGE

Maintain an office communications presence out of the office location environment

SOLUTION

UCx Hosted Unified Communications service

BENEFITS

- Allows incoming calls to be routed automatically to an employee smartphone or desktop for instant pick up
- Outgoing calls display corporate caller ID number
- Employees are more productive outside the office during travel, vacations, or weather-related events

RESULTS

Record snowfall didn't impact sales or service thanks to UCx routing of calls to and from remote work sites

THE CHALLENGE

Thousands of B2B marketing and sales organizations rely on Dun & Bradstreet NetProspex to optimize their revenue impact by increasing the quality and effectiveness of their marketing data management practices. NetProspex moved to UCx after it grew increasingly dissatisfied with the level of support it received from its software vendor. "With our previous system, the admin portal and customer service were sub par. Our sales organization relies heavily on using their phones. They don't have the luxury of waiting 24 hours for a turnaround; they need assistance immediately, which we were not getting from our previous software provider."

NetProspex was already using DSCI for Internet connectivity in their datacenter and their Disaster Recovery environment. "DSCI was known to us as a trusted vendor, and we have had great reliability with their Internet connectivity solution. When we discovered they had a hosted communication service it seemed like a great fit," explains McDuffee.

THE SOLUTION

For over a year, the company has relied on DSCI's UCx Hosted Unified Communications service, now an integral part of TPx's complete suite of hosted managed services, continuity and connectivity solutions. With desktop and mobile apps, UCx customers have access to their business communications from anywhere, on any device, any time they choose.

"UCx enabled our employees to conduct business as usual, despite the continuous onslaught of winter storms," explains McDuffee. "If we anticipated an office closing we would ask people to take their laptops home. Because the desktop agent is able to mimic the employee's business line, the change was completely seamless to our clients. Customers receiving a call would see a corporate caller ID, and customers calling into the organization would be automatically routed to the appropriate employee's desktop. This flexibility empowered us to maintain employee productivity and a positive, professional customer experience."

NetProspex primarily relies on the UCx desktop agent to support its mobile workforce. Particularly for sales professionals working with management-level clients at enterprise organizations, the ability to maintain consistent and quality communication is paramount. Individuals at this level have high expectations for vendor interaction and response and little tolerance for technical glitches and call drop offs.

"Whether due to travel schedules, vacations or weather-related issues, UCx enables our sales professionals to keep in touch with their customers and close deals as quickly as possible," says McDuffee. "With UCx we can maintain the level of professionalism we need to nurture these valuable relationships and engender trust."

In addition to call monitoring, NetProspex's sales management relies on UCx for call logging to understand how many calls are coming into and out of the organization. "The ability to view these logs in UCx on a daily basis gives our sales managers more visibility into who their teams are interacting with and how they are spending their time."

McDuffee sees potential for broader application of additional UCx features in the future. "I have used the UCx client on my mobile phone, which allows me to use my mobile phone as a work phone, access my corporate voice mail, etc. I think that flexibility would be incredibly valuable to our employees. And to further reduce costs and improve productivity, I would like to see more employees replace their desktop phones altogether and move to the UCx desktop agent."

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