



# Customer Profile: Ipswitch, Inc.

## *Company Replaces Outgrown Centrex System with Award-Winning TeleVantage*

Ipswitch, Inc. realized as the end of its Centrex contract approached that it was time to look for a new phone system. The Internet software developer based in Lexington, MA had three pressing requirements that the old system could not meet: more phones to expand their technical

### Problem

- The old system couldn't keep up with increased call volumes, support more phones or improve call handling.
- Every call that came through had to be handled manually. Receptionists used written logs to keep track of the party each caller was waiting to speak with, and which agent was available to take a call.
- The existing system did not provide any statistics on phone activity, which was needed to plan for growth and improvements in service.

### Solution

- Ipswitch chose Artisoft's TeleVantage, a software-based phone system, for its ease of use and open architecture.
- Call statistics helped Ipswitch evaluate and manage the capacity of agent groups and make decisions about extending hours of service, adding agents, and balancing call load.
- Receptionists use the TeleVantage Call Monitor to view all current call activity, and transfer callers to the appropriate party or queue with a click of the mouse.

### Result

- TeleVantage easily handles the increased call volumes resulting from a 30% growth in business since the system was installed.
- Call statistics allow Ipswitch to fine-tune queue activity to balance the increased call load and avoid agent burnout—much cheaper than hiring and training additional agents.
- The ability of TeleVantage to work over the Internet facilitated the group's move out of state. Ipswitch eventually implemented a second TeleVantage system at the new location.

support and customer service capabilities; sophisticated call handling features to improve customer satisfaction; and access to phone activity and usage statistics to better manage company workflow and processes. According to Al Ingram, Operations Project Manager, "When the Centrex contract was up, we realized that this was the opportunity to address all of our quality of service issues and manageability of service requirements." The solution for Ipswitch was TeleVantage, Artisoft's software-based telephone system.

#### **Centrex System Didn't Support Increasing Call Volumes**

The old system, a 100-key main operator console and a smaller console in technical support, wasn't able to provide the sophisticated call handling needed to manage increasing call volumes. "At any given time, we had as many as seven or eight customers on hold waiting for technical support and several more customers at the main switchboard, waiting for sales or customer service," recalled Ingram.

With the old system, call distribution was completely manual. "The technical support receptionist used a notebook to keep track of which agents were available to take a call," said Mary Lawlor, customer service manager. "The main operator kept a written log of how calls had been transferred, and would periodically ring back callers on hold to see if the caller was still waiting. With TeleVantage, all this information is now available at a glance using the Call Monitor."

#### **TeleVantage Provides Complete Automatic Call Distribution Solution**

With the old phone system, there was no way of putting together the sophisticated ACD functionality Ipswitch wanted to offer its customers. And while evaluating other phone systems on the market, Ingram found that with most of them, "You bought the PBX and then you bought an ACD after that, and it was much more expensive. TeleVantage gave us just what we needed to do the job."



The easy-to-customize ACD features built into TeleVantage provide a much-improved experience for Ipswitch customers. "When callers are in the technical support queue, they cycle through the main message for the queue, which tells them about other support options, such as going to our web site or our knowledge base," said Ingram. "We also suggest that they can leave a message to receive a call-back from an agent at a later time."

"All the ACD agents and queue administrators use the Windows-based TeleVantage Client for call handling," added Ingram. "They like this feature a lot, because it makes it really easy for them to take and handle calls. Technical support agents use the Client to enter information about a customer's service agreement while they are on the call, which allows us to correlate the call back to other internal systems."

### **Company Implements Multi-Location Call Center**

Flexible configuration options, including the ability for the TeleVantage Client to work over the Internet, helped Ipswitch deal expeditiously with a departmental relocation that occurred soon after TeleVantage was installed. When part of the technical support group moved from company headquarters to Augusta, GA, Ipswitch decided to use the existing system instead of getting a new one right away. All technical support calls were queued on the system at headquarters. To accept a call, support agents in Georgia simply clicked on a call displayed in the Windows-based TeleVantage Client on each agents' desktop, transferring the call to a line forwarded to them. Later, the company installed another TeleVantage Server in Georgia and now routes technical support calls directly to that location.

### **Call Statistics Help Improve Customer Service**

The TeleVantage Call Center Reporter provides accurate and useful statistics on phone system usage. Ipswitch uses the information to analyze call volumes, call durations, and more. For example, the company can now track when callers hang up while on hold or in a queue—with the old system, there was no way to identify abandoned calls. Ingram states, "We are now aware of it when it happens, because we can get that data from the system."

TeleVantage call statistics also help Ipswitch evaluate and manage the capacity of agent groups. "Quantifying the length of time that callers wait helps us make decisions about extending hours of service, adding additional agents, balancing the call

load for individual agents, and more," said John Boyette, technical support manager. "Our people could easily burn out if we didn't intervene with information. It's much harder to track everyone's experience without the system assisting you."

### **Open Architecture Make Upgrades, Growth Easy and Affordable**

Ipswitch looked at a variety of phone systems, but found that almost all of them were proprietary. "They weren't really based on open technology," said Ingram. "Everything was an add-on, and everything was very expensive. When we looked closely at TeleVantage, it was much more scalable and much more predictable about what you could do with it, and it wasn't proprietary. TeleVantage uses industry-standard Intel® Dialogic boards and other off-the-shelf components."

One of the key selling points for Ipswitch was how easy it is to expand the system. "You don't have to sell back the old box and buy a new one—you can upgrade the software to add functionality, and add Intel Dialogic cards to increase the number of trunks and stations the system can support. That was very appealing to us."

### **Easy-To-Use TeleVantage Administrator Saves Money on Service Calls**

Ingram has high praise for the Windows-based TeleVantage Administrator. "We love it. It's very easy to use. It's a piece of cake to move people around. We've had several office reorganizations, and that's been very easy to do from a telephone point of view. Any changes that we need to make to voice mail, to hunt groups, or any of the kinds of things that used to require a service call to the central office, are now completely manageable using the TeleVantage Administrator. Absolutely, we do it ourselves. We don't have to call in anyone."

### **TeleVantage Easily Handles Business Growth and Rising Call Volumes**

Ipswitch has grown 30% since installing TeleVantage. Each week, technical support and customer service easily handle more than 1600 calls, and the main operator fields an additional 1000 calls. "The old system couldn't have handled the new volume of calls, and it couldn't have done the queuing that we're doing now with TeleVantage," stated Ingram. "TeleVantage is a great system. I wholeheartedly support it. We're getting our money's worth with TeleVantage with the call volumes we're able to support now."

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