

Manufacturing Company Supports Sales with Improved Call Center

When a Tennessee manufacturing company's phone system went down during its busiest time of the year, executives began the search for a new IT company with solutions that could handle increased call volumes and provide timely reporting and support.

Business Environment Challenges

Headquartered in Johnson City, Tennessee, this growing manufacturing company has two facilities in Tennessee that ship to their 36 nationwide retail locations. The manufacturer required a new communication solution and Managed IT provider to meet the support needs of its expansive business.

The company's current systems did not have true call center functionality, reporting, call back features or enhancements to meet the needs of sales productivity like SMS/MMS messaging, webChat and intelligent call routing. In addition, since the sales team must hit several quotas, having visibility into professional calling reports was a must. When the prior phone system shut down during Black Friday, it was "decision time" to find a reliable solution and partner!

Technology Solutions

The manufacturing company reached out to Sharp Business Systems of Tennessee, whom it had an existing relationship with for multifunction printers (MFPs). Sharp completed a full assessment of its communication needs and provided the company with a GoToConnect Contact Center recommendation. The solution developed included an upgrade to Microsoft O365 for over 800 email addresses with over 65 domains and optional integration with Microsoft Teams, as well as SentinelOne cybersecurity technology.

Industry

Manufacturing

Organization

Manufacturing company in Tennessee

Technology Integrator

Sharp Business Systems

Challenges

- Insufficient phone system
- No call center functionality
- Needed call reporting
- Needed quality assurance tools

Solutions

- GoToConnect (voice, video, Chat, SMS)
- GoTo Contact Center
- Microsoft 365
- SentinelOne cybersecurity technology

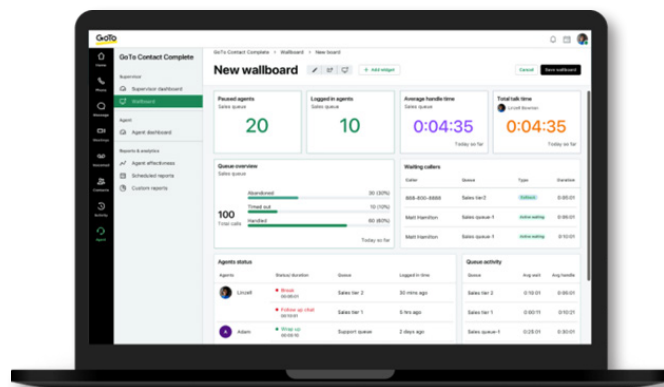
Results

- Reliable and secure solution with partner support
- Increased uptime and ability to handle large call volumes with access to reports and detailed call logs and call analytics
- Streamlined communications by moving to Microsoft Office
- Upgraded cybersecurity protection with network management



Proven Results

The switch to Sharp as a managed services provider was a seamless transaction with high dividends in efficiencies. Now, increased call volumes and the prospect of spiking Black Friday sales are exciting, not worrisome. With a solution that has the call center functionality to meet its needs, the manufacturer is now able to pull reports to support sales efforts and enhance customer support, driving revenue for the business. In addition to an improved product, the company also values the superior support received from Sharp.



“The transition was extremely smooth from our previous provider to Sharp and the support has continued to be remarkable. It was no small feat.”

— IT Systems Director

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