

Cloud Contact Centre

SEAMLESS CLOUD-BASED INTEGRATED COMMUNICATIONS

Arrow's cloud-based communications allowed Columbus Capital to meet the needs of their rapid business growth.

ABOUT COLUMBUS CAPITAL

Set up in 2006, The Columbus Capital Group is a national diversified financial services company with more than 24,000 customers. They employ 100 staff located in Sydney, Melbourne, and Manila.

Columbus Capital looks to meet the demands of its clients with innovative products to grow their wealth. They have a comprehensive mortgage product suite catering for owner-occupied, investor loans, construction, and first home buyers. Their national distribution is achieved through 98 Mortgage Managers across Australia and they work closely with their partners with tailored branding and white label products to suit their borrower base.

THE CHALLENGE

Columbus Capital has been partnered with Arrow since 2013 as its telecommunications business partner. The business was entering an exciting period of growth and expansion which brought about the need for a sophisticated cloud contact centre setup and deployment.

This also proved an opportune time to review their current on-premise phone setup.

Arrow sought to provide a solution that would future-proof the business and provide a single cloud-based communication platform delivering voice and contact centre as well as video conferencing, and chat.

THE SOLUTION

Columbus Capital required a contact centre solution across two sites, in Australia and the Philippines. Arrow conducted a thorough needs-analysis and proposed the 8x8 Virtual Contact Centre, a perfect solution for a business undergoing a dynamic period of growth.

Some of the contact centre features that are now reaping dividends for the business:

- Real-time analytics and reporting from any device with the ability to view queues, customer journeys, and wait times. This additional insight and business intelligence provides Columbus Capital with the information they need to make well-informed business decisions
- Omnichannel routing means that Columbus Capital will no longer miss an opportunity with skill-based routing, interactive voice response (IVR), queued callback, web callback, inbound chat, email, and social channels



Arrow also proposed the migration of their on-premise phone system to 8x8's Virtual Office. This unified communications application integrates business softphones with voicemail, IM, presence, video calling, fax, call recording, web conferencing, and social media.

THE SOLUTION INCLUDED

- 8x8 Virtual Contact Centre
- 8x8 Virtual Office
- IP Handsets
- Dedicated project manager
- 24/7 Australia based customer support
- Installation, training, and maintenance

Arrow Turn Key provides industry-leading services that have lower operating costs and the flexibility to customise the solution when needed.

It's simple to add additional users, phone handsets, and add-ons with the assistance of Arrow's dedicated account managers.

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OUTCOMES

Columbus Capital now has a cloud contact centre that works seamlessly across their two sites, and the migration of their phones to a cloud-based platform frees them from the limitations of an on-premise setup, including expensive maintenance and upgrade costs.

Cloud-based integrated communications allow Columbus Capital access to a suite of business tools that will boost productivity, improve the customer experience, and provide intelligence that drives smart business decisions.

Migrating their communications to the cloud also allows for the ability to expand and scale-up simply, seamlessly, and cost-effectively.

PROCUREMENT SPECIALISTS

Arrow Voice & Data are whole of business specialists for managed services and digital cloud transformation.

Being procurement specialists allows us to handle all technology, purchasing, warranty and support under one umbrella. Meaning your business can focus on what you do best, leaving the complications of technology to the experts