



Resilience, Continuity & Productivity

UNIFIED COMMUNICATIONS · CONTACT CENTRE · MANAGED SERVICES

An all-in-one solution for voice, meetings, collaboration, and contact centre to provide support for an evolving business and hybrid workforce

ABOUT LINKLY

Linkly was established in 1998 under the PC-EFTPOS name, and have built their reputation through the seamless integration of payment terminals and POS systems. They are now the leading supplier of integrated payment solutions in Australia, powering over 200,000 terminals and over two billion transactions annually. Their applications support over 500 POS applications.

Linkly's client base spans major retailers such as Woolworths, David Jones, Myer, JB Hi-Fi, and Bunnings.

THE CHALLENGE

Like many businesses, *Linkly* found themselves making a sudden pivot to remote work due to COVID-19. They have now transitioned to a hybrid model with staff continuing to work between home and their CBD office. *Linkly* needed to build business resilience and continuity, maintain staff productivity and morale, as well as ensuring a continued high standard of customer service.

Linkly's business structure was also evolving and growing at this time, and as a consequence, they found their phone setup did not provide the functionality they needed moving forward. This included more detailed customer and staff

analytics for customer service insights and employee KPI management, and the ability to scale up, adding additional staff simply and quickly. They also requested a cloud contact centre (CCaaS) deployment.

THE SOLUTION

Linkly engaged Arrow to consult, advise, and manage their transition to a cloud based UCaaS and CCaaS solution. After a business needs analysis, Arrow recommended the 8x8 Cloud Communications platform, an all-in-one solution for voice, meetings, collaboration, and contact centre. This one-platform solution provides the tools needed to communicate, collaborate and access important business data. There is also the ability to tailor plans across service levels to provide the lowest possible total cost of ownership, giving *Linkly* better visibility and control over their communications spend.

THE SOLUTION INCLUDED

- 8x8 cloud communications
- 8x8 contact centre
- Managed IT support to assist with the expansion of IT infrastructure
- 24/7 Australia based customer support
- Installation, training, and maintenance



OUTCOMES

Linkly now has a feature-rich unified communications solution with the functionality they need to manage their hybrid workforce, and scalability that allows them to add additional staff simply and seamlessly. This provides the resilience needed to navigate any sudden changes to their business direction and structure.

Their centralised cloud phone and contact centre solution are delivering outstanding results, with improvements in customer management and staff productivity. Their cloud contact centre setup makes it simple for connection and collaboration between agents, staff, and customers, and empowers their work-from-home agents with unified tools that remove app confusion.

Linkly can manage their contact centre agent productivity and performance through easy to customise reports, highlighting the status of performance metrics, and identifying key trends or activities across their employees, in addition to customer behaviour. All this data provides the ability to see what is working and what needs to be done to achieve an outstanding customer experience that can outperform their competitors.

PROCUREMENT SPECIALISTS

Arrow Voice & Data is the only company you need for all your IT and telecommunications needs. As procurement specialists, we handle all technology, purchasing, warranty, and support under one umbrella. Your business can now focus on what it does best and leave the complications of technology to the experts.

We've all seen how quickly circumstances can change. A transition to the cloud will provide your business with the flexibility it needs to adapt and provide business continuity. Starting your business digital transformation with a trusted solution partner will ensure your IT and comms fit your business needs, and your work-from-anywhere plans are firmly in place. We'll ensure you make the right choice the first time.

CALL US TODAY: 1300 555 330

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