

A hosted contact centre provider boosts their bottom line

Network capacity and flexibility with Optus Evolve Voice is the key

Yes

Customer story snapshot

Customer : Unity4

Industry : Professional services

Requirements

Unity4 recognised the need to scale up in order to accommodate growth and continue to meet the requirements of its customers. It was also essential for Unity4 to maintain a reliable network, increase availability and develop new functionalities.

Solution

Optus' Evolve network would provide the increased efficiency across day-to-day operations that Unity4 required. The fact that it could be easily modified and expanded also catered to the growing business needs of the organisation.

Results

Optus Evolve Voice and Evolve Internet are now instrumental to the day-to-day operations at Unity4. These underpin all of the company's services; from predictive outbound sales to inbound help lines, and is used by several hundred active agents each day. Since working with Optus Business, the company has seen a 20 per cent increase in the capacity of its platform and reduced its hardware purchase price by 30 per cent.

OPTUS



Overview

Unity4 is a leading provider of 'Pay-per-Use' Software as a Service – an on demand hosted call centre technology that offers customers a virtual call centre when and where they need it

Based in Sydney, Unity4 is an Australian-owned and developed company that provides contact centre services to a number of blue chip enterprises employing multi-location and home-based agents making Unity4 one of the most flexible solutions in the market today.

Challenge

To provide a highly resilient network. This is a crucial component for the successful operation of Unity4 as it is providing real-time critical services to its customers.

"A highly flexible, reliable and cost efficient solution is what we provide and an integral component of this is the Telco services. It's the reliability of these services, i.e. Optus Evolve Voice and Optus Evolve Internet that allows our end-customers to carry out business effectively. Without that, we don't exist," said Steve Sparkes, Executive Director, Unity4.

Throughout its years of operation, Unity4 has partnered with several service providers to supply its network infrastructure. However, as the business grew, the company recognised the need to scale up further in order to accommodate growth and continue to meet the requirements of its customers. A reliable network with increased availability and the deployment of new functionality are all crucial success factors.

Solution

Unity4 turned to Optus Business to further develop its solution and offer even more surety and support to its customers.

Optus Evolve Voice and Optus Evolve Internet provided the infrastructure needed to support the phone, Internet and hosting requirements of Unity4.

Optus Evolve Voice provided the best way to connect the IP PBX used in the Unity4 contact centre to the PSTN. Initially 1200 voice channels were deployed, with a further 1200 channels rolled-out soon after due to rapid increase in demand.

Optus' Evolve network provides the increased efficiency across day-to-day operations that Unity4 requires. The network can be easily modified and expanded, providing the flexibility that meets the growing business needs of the organisation.

Optus Evolve has strengthened the Unity4 position in the marketplace by providing a network that has the ability to collectively support voice, video and data. Optus Evolve's modular format provides choice and the ability for Unity4 to adapt its services as the business scales.

"Partnering with Optus has allowed us to do a number of things from a technology perspective that other service providers couldn't offer," said Mr. Sparkes. "It is important for us to have the increased functionality that Optus Evolve offers and we are impressed with its overall capacity and flexibility."

Outcome

Optus Evolve Voice and Optus Evolve Internet are now integral to the day-to-day operations of Unity4. Optus Evolve underpins all of the company's services, from predictive outbound sales to inbound help lines, and is used daily by several hundred active agents.

Since working with Optus Business, the company has seen a 20 per cent increase in the throughput of its platform and reduced hardware purchase price by 30 per cent.

"By partnering with Optus as a telecommunications supplier we've been able to increase our capacity and reduce our hardware costs. That's been a significant boost for the business and there's no question that we've seen it flow through to our bottom line," said Mr. Sparkes.

Whilst the benefits of Optus Evolve are clear, Unity4 is also beginning to discover additional and unforeseen benefits that have developed from the new partnership. For example, Unity4 has been able to leverage Optus Business' Integrated Voice Recognition (IVR) technology, which supports high volume call peaks.

"Optus has given us a major edge in the market. It's still early days but we think there is significant potential to do some unique things," said Mr. Sparkes.

Unity4 contact centre technology compliments the suite of products currently provided by Optus and as a result, Unity4 is now an Optus Business partner, a significant step in leveraging each other's expertise.



"Partnering with Optus has allowed us to do a number of things from a technology perspective that other service providers couldn't offer."

– Steve Sparkes, Executive Director, Unity4

Yes

See how Optus can help your business. Call 1800 555 937 to speak to an Account Manager.