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Broadvoice b-hive boosts communication and call center performance for power testing company

[Switching to Broadvoice b-hive] was like going from the Bronze Age to the Modern Age.

Billy Klein
Manager of Information Technology
Chroma Systems Solutions

Chroma
Systems Solutions

Today people across the globe depend on critical infrastructure and technology in power companies, factories, medical facilities, data centers, aircraft and automobiles. And the companies behind these products and services depend on Chroma Systems Solutions. Chroma's power conversion test instruments and automated test systems are used in the R&D labs of many of the world's leading brands, including Cisco, BMW, Eaton Power Systems and even the US government.

Chroma specializes in engineering and re-engineering equipment and instruments that test a wide range of the cutting-edge high-tech equipment that is used by the industry daily. Over time, their own phone system became severely outdated and low tech -- until they engaged Broadvoice.

Challenge

Chroma's headquarters in Foothill Ranch, California, utilized an old Intel phone system and 10 POTS (Plain Old Telephone Service) lines from the local cable

company. A smaller office nearby relied on POTS lines as well. Across the country, an office on the East Coast worked with a Voice over Internet Protocol (VoIP) provider that was underperforming.

A series of events and business needs resulted in the need for major phone upgrade:

- The main office's old phone system began breaking down and the company was having trouble locating replacement parts.

- The phone system had limited call center functionality and none of the capabilities the company now required.

- The company was struggling to secure additional lines from its cable provider.

- The East Coast office's VoIP system went down frequently, with long delays in repair.

- The company's growing global business was racking up expensive long distance and international calling charges.

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"The different systems and services in our U.S. offices were getting to be a nuisance and started constraining our business," said Billy Klein, Manager of Information Technology at Chroma Systems Solutions. "We needed a unified and much more flexible phone system with call center features, and we wanted to be able to add agents on the fly. That was impossible with our old setup, but Broadvoice made it easy."

Solution

After investigating several options, Klein and his colleagues at Chroma determined that Broadvoice's b-hive platform was the best fit for its three offices in the U.S. The award-winning solution integrates powerful cloud PBX, UC, collaboration and virtual call center features into one platform that's connected to Broadvoice's secure, redundant network and hosting infrastructure. The platform delivers a range of communications capabilities that are rarely found together in enterprise cloud solutions, let alone one designed for small and medium businesses (SMBs) with as few as 10 employees.

Historically, Chroma had housed call center operations in separate buildings to handle different tasks, but management was reconsidering that approach and instead was looking at experimenting with call flow strategies, relocating some agents and hiring new ones who could work remotely.

"When we evaluated Broadvoice's b-hive platform we thought the phone system was terrific but its call center features were top of mind for us because we wanted to take our call center management and practices to the next level," said Klein. "It offered enormous flexibility, an easy-to-use portal for administration, and a 'live view' capability, so service managers could monitor activity in real time. It was like going from the Bronze Age to the Modern Age."

Still, Klein and his colleagues at Chroma didn't fully appreciate Broadvoice b-hive until after implementation.

Results

Early on, service managers valued the platform's call center capabilities. But today they consider them vital to ensuring that agents are answering calls quickly and providing the best possible service for customers. Klein reports that call center answer rates and other metrics have increased substantially since the company started monitoring them.

Klein's favorite thing about Broadvoice b-hive is that everyone at Chroma is happy with it, but he touts several other benefits:

- Very little maintenance is required, saving time and freeing resources
- Technical support teams are responsive and usually resolve issues in "one touch" with no back and forth
- The system's presence indication enhances team communications
- B-hive empowered Chroma to hire 10 new employees who telecommute
- Senior management is thrilled with the cost savings

"We unified and modernized our phone system, and we're saving a ton of money," Klein added. "Our operational supervision has improved immensely. We're able to change ring strategies on the fly. We can hire whoever we want regardless of their ZIP code. Employees are happier. And most importantly, customers are getting more responsive service. Broadvoice b-hive has been a huge win."

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