

# MAJOR LUXURY RETAILER CHOOSES GAGE NETWORKS

A highly innovative company, that is turning the retail of designer fashion upside down, wanted to dynamically react to business opportunities and support a follow-the-sun service for its international call centre. This award-winning company has grown at a phenomenal pace with a formula of worldwide express delivery, unrivalled customer care and clearly differentiated services for particular customer sectors. When the company's growth justified a move into glossy new offices, it took advantage of an opportunity to also design a communications infrastructure that could support the sophistication of its service model and the pace of its transatlantic development.



Gage Networks Unified Communications have revolutionised the way the company manages their customer service lines, increasing productivity and enhancing international collaboration through video conferencing. They have also eliminated the burden of managing several suppliers for their telephony needs, while additions and changes are as simple as an email or call direct to the Gage Networks helpdesk.

"This customer was very ambitious with what they wanted to do. We worked with them in a highly collaborative process to design for new possibilities given the extreme flexibility of a cloud-based platform. Our services are based on providing access to an expert team able to support customers' ambitions and make the task of satisfying international communications requirements much, much easier. Customers no longer need to be limited by the traditional barriers involved in rolling out new infrastructure,"

David Kennedy,

Chief Operations Officer at Gage Networks

Hosted and supported as a single service covering all operations, the 1000-seat system for the fashion retailer was designed to support differentiated customer service lines in call centres on both sides of the Atlantic, and allow for the inevitable additions and changes that occur in any part of this fast-moving business. Gage Networks also provides hosting for the company's busy web site which has become a destination for shopping

and high-fashion editorial, including video coverage of the latest designs, for 2.5 million women who visit each month.

## INTERNATIONAL BUSINESS IP TELEPHONY WITH ROOM & PERSONAL TELEPRESENCE

Gage Networks Unified Communications endpoints are all Polycom High Definition (HD) IP audio and video devices offering a very high quality experience. A centrally managed system delivered from a private cloud means this customer can enjoy the simplicity of a single directory with short-code dialling covering all locations, including remote and home-based workers. Site-to-site calls, even those crossing the Atlantic, travel across their own private network. Their meeting rooms and executive desk extensions feature video conferencing that is easy for anyone in the company to use and is integrated into the central directory, allowing any extension to be dialled into a conference.

"Fashion is a visual industry. HD means managers can view fine detail in new fashion designs and make buying decisions. They want to see what colleagues are talking about and the HD video quality offers a phenomenal ability to do this. It's also incredibly easy to use. Anyone can set up an international video conference call, with all telepresence devices having an intuitive managed user interface and directory," says David Kennedy.

## FOLLOW-THE-SUN HOSTED CALL CENTRE SERVICE

Gage Networks supports the company's two customer service call centre sites, in each of the fashion capitals of London and New York, featuring fifteen separate customer service lines and efficient management options for peak demand. The customer was able to preserve their well-recognised toll-free customer service numbers, while the two sites are designed to back each other up, offering the best of a local service and follow-the-sun ability to answer customer calls.

Calls are managed in the cloud, held centrally in their queue and distributed when an appropriately skilled agent becomes available, which allows for more efficient bandwidth consumption and better call response times. The overall solution design supported shift work with agents logging in to shared hot desk phones and a dynamic link to an external service for back-up in busy periods.

Features, such as queue monitoring, the ability to log in to several queues at once and to pause for a break, are accessible via a web page or through an on-phone application. A few added innovations, such as company RSS feeds and Twitter feeds direct to the phone keep everyone in touch with what is being said about the company.

## METICULOUSLY PLANNED, SEAMLESS TRANSITION

Migrating to the cost-effectiveness and flexibility of Gage Networks' Unified Communications Platform, the company could not tolerate any compromise in reliability. Gage Networks ensure communications quality by selecting the best technologies and suppliers in the industry. The systems are hosted in carrier-class data centres on each side of the Atlantic - Cable&Wireless Worldwide in the UK and Equinix in the US. Call traffic is routed through diverse BT and Verizon IP carrier SIP gateways to the public telephone (PSTN) and mobile networks. The entire platform is continuously monitored, with individual call quality visible in real time to Gage Networks Operations Centre engineers, ensuring issues can be spotted very quickly.

The transition to the cloud had to be flawless to ensure no customer calls were missed during the cutover. Working from a highly-specified design developed in collaboration with the customer, the technical experts at Gage Networks could gather the detail required to centrally configure the functionality of each extension, the video conferencing system and both call centres. Test deployments were then set up on each side of the Atlantic by Gage Networks engineers. With all systems working as they should within three months, welcome emails and phones could then be delivered direct to users who were able to plug them in and begin their day.

