



## Case Study

# Improving Customer Experience and Security with New Era's Cloud Solutions for Leading Rental Company

## Overview

A leading provider of site rental services in the United States with 100+ locations serving over 115,000 customers from coast to coast selected New Era Technology to implement a cloud solution to improve their customer experience and security. New Era Technology had formerly managed their premise environment and understood the leaders vision for the future.

The client is committed to providing a premium customer experience to differentiate themselves and deliver on the promise of being easy to work with. The client's strategy involves responding rapidly to opportunities in markets they serve while providing greater flexibility for engaging customer service. New Era and the client worked together to devise a phased approach to iteratively deploy improved experiences. Using Analytics to gain insight and inform the customer at every step, coupled with swift implementations, New Era is helping to deliver on this vision every day.

## Solution

New Era tied Webex Control Hub into their entire organization before beginning the Cloud Voice roll-out. New Era followed with a Webex Contact Center proof of concept for internal help desk and support teams, gaining critical buy-in and making sure the Customers support teams knew the solution before the rest of the organization started using it. New Era then integrated the contact center into two key solutions - the Calabrio workforce optimization suite and the customers Main CRM Solution - Salesforce

## Continued

New Era Technology assisted with all aspects of the project, including:

- Requirements gathering and analysis
- Solution design and implementation
- System integration and testing
- User acceptance testing
- Change management and training
- Go Live planning and migration
- Adoption Services – Ongoing Professional Services
- Post-implementation support

## Challenges

One of New Era's challenges included coordinating the rollout of the cloud solution to over 400 agents across multiple business units. To overcome this challenge, New Era developed a phased rollout plan that was worked out in close collaboration with the client. New Era also assigned experienced project managers to each phase of the rollout to ensure that it was completed on time and within budget.

Another challenge included integrating the cloud solution with the client's existing systems. To overcome this challenge, New Era worked closely with their IT team to develop and implement a robust integration plan. New Era also used its expertise in cloud integration to ensure that the integration was completed smoothly and efficiently.

## Process

The project timeline for these services was approximately five months. The first phase of the project, which involved deploying the cloud solution to the internal help desk, was completed in one month. Following the first phase, the client and New Era worked together to define business requirements for the remaining business units using New Era's CX Discovery Bundles. These bundles help CX correctly size discovery and requirements-gathering sessions for each client.

New Era configured, tested, and delivered all scoped business units for user acceptance testing. After sign-off, New Era's team deployed the units into production, followed by an extended hyper-care transition into lifecycle services. Lifecycle services are CX's blend of traditional break-fix managed services, alongside New Era's flexible, scalable Adoption Services.

## Outcome

New Era successfully migrated all agents and critical services in time to avoid legacy renewal billing milestones, increased security around payment handling, reduced agent handling time for order processing, and gave the customer real-time insight into how its customers experience their organization.

New Era worked to ensure satisfaction by understanding and exceeding expectations, providing clear communication throughout the project, delivering the project on time and within budget, and providing high-quality post-implementation support. New Era's expertise in cloud integration and its commitment to customer satisfaction were critical factors in the success of this project.

New Era is proud to have helped this client improve their customer experience and security and looks forward to the continued partnership to drive excellence in customer experience.

Want to learn more about this project or solution?

Call us at 877-696-7720 or visit [neweratech.com/us/contact-us](https://www.neweratech.com/us/contact-us).

## New Era Technology's CX Practice

As a global technology solutions provider, we can help organizations create and deliver exceptional customer experiences. We partner with our clients to understand their unique needs and goals, and then design and implement innovative CX solutions that drive results.

### CX Services:

- Customer journey mapping and analysis
- CX strategy development and implementation
- Customer experience management and optimization
- CX technology selection and integration
- CX training and Lifecycle services

Schedule a Consultation

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