![Mainstay — VALUE ACCELERATED logo]

Global tech company turns to Mainstay to prove the case for a new Cisco cloud-based contact center

With a team of more than 36,000 employees, this leading manufacturer of self-service kiosks, point-of-sale terminals and barcode scanners serves thousands of business customers worldwide. The company is also a leading provider of software products and professional services for the e-business, IT, and retail industries.

Keeping pace with the future

To keep pace with rapidly modernizing competition, this global tech company wanted to expand its business to become a full-service provider by leveraging a digitally connected services platform. Among other things, this would require modernizing its Cisco contact center platform, an operation that processes 5.4 million transactions per year across APAC, EMEA, and the Americas.

Recent mergers and acquisitions also led decision-makers to look at updating the on-premise contact center without jeopardizing the company's competitive position or raising costs. Specifically, business leaders wanted to look at upgrading to a modern cloud-based solution that could reduce the IT team's operational burden and increase productivity. Most important, the upgrade would help enhance the customer and agent experience and better meet the company's business requirements in the long run. In the process, the company hoped to reduce its two biggest cost drivers—those for its agents and its voice network.

About Mainstay

Mainstay was started in 2002 by former Cisco sales consulting executives that saw an opportunity to provide expert business case services to the marketplace. That passion for value-oriented sales and marketing is at the heart of everything we do today. Mainstay provides three major service areas: Sales enablement services and tools, marketing agency services, and CIO strategic services.

More information

Learn more about how Mainstay and other Cisco DSI solutions providers can help you make the case for Cisco DNA solutions across complex institutions.

Mainstay makes the case for Cisco solution

To help the company achieve its business goals, Cisco proposed moving their on-premise contact center to a cloud-based platform, and then gradually introducing capabilities that would deliver operational savings in line with the company's critical business priorities. Working with the teams, Mainstay created a business case showing exactly how Cisco's Webex cloud contact center offering would put the company in a better position to leverage cutting-edge features not currently available to its small but resourceful agent population.

The new cloud solution from Cisco would enable the company to shift the burden of application maintenance to the cloud vendor, freeing its IT resources to spend more time helping contact center agents be more efficient and effective. Mainstay's business case projected a range of business benefits from the move to the cloud platform:

- Significantly lower operating costs
- Improved customer experience from intelligent call routing, bots, and many different communication options for customers
- Faster time to resolution with agents accessing multiple systems with fewer keystrokes
- Better customer relationships
- Enabling the company to handle more calls without adding more agents

Case study results

Mainstay worked with Cisco and the company to estimate the cost savings and productivity benefits from replacing its existing on-premise solution with the proposed Cisco cloud contact center. Since this existing solution is due for a substantial upgrade, it was the optimal time to consider an alternative cloud solution. By implementing a cloud solution, the company's IT team could shift its focus from maintaining the on-premise solution to implementing valuable capabilities that could boost agent productivity and increase customer satisfaction.

Mainstay estimated the following savings:

- Data center hosting costs will be eliminated after the cloud solution is fully implemented
- Investments to improve the company's Session Border Controllers (SBCs) infrastructure (totaling $725,348 over 7 years) will significantly reduce the capital costs of maintaining its current contact center plan
- Replacing Verint Quality Management and Call Recording with the cloud contact solution is expected to save $107,858 per year

- UCS maintenance costs will be eliminated by the cloud solution, saving $83,328 per year
- The ongoing operating costs of its SBCs are not expected to change when moving to the cloud solution
- Cisco Managed Services costs totaling $633,336 per year will be eliminated
- The company can save about $240,000 per year by reducing its call center staff by about 0.10%

The figures below illustrate the cost savings of the company moving to a Cisco cloud-based call center solution:
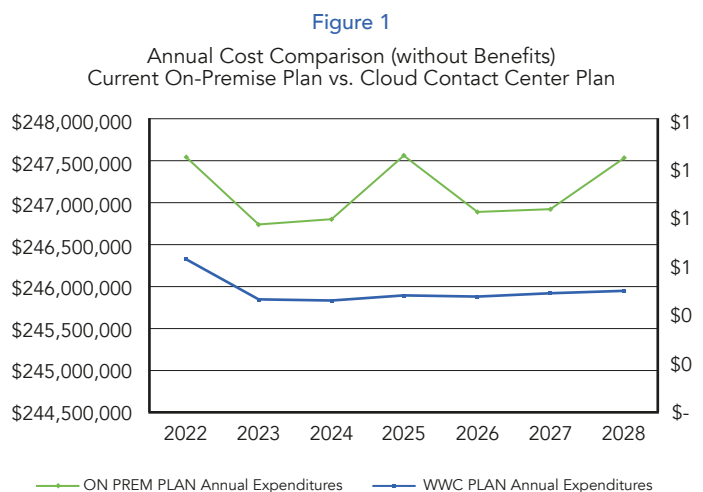
Figure 1

Annual Cost Comparison (without Benefits)
Current On-Premise Plan vs. Cloud Contact Center Plan

- ON PREM PLAN Annual Expenditures
- WWC PLAN Annual Expenditures

Figure 2

Seven-Year Financial Metrics: Cash Purchase

Metric	Cash Purchase
Return on Investment (ROI)	906%
Internal Rate of Return (IRR)	234%
Net Present Value (NPV)	$8,485,408
Payback Period (in months)	4

In summary, Mainstay recommended that the company implement a more robust contact center platform to expand its business in both existing and new markets. Investing in Cisco's cloud-based Webex Contact Center solution would also allow them to take advantage of easier system integrations and the latest technical innovations. Mainstay conservatively estimated that the company can expect to reduce costs by $8,485,408 over seven years with a capital investment of $725,348.