versaSRS

quality of service

NewSpec Case Study – 3CX & versaSRS Integration

"Integrating our 3CX phone system with our request & sales system has streamlined our customer support and sales department beyond our expectations."

Graeme Jones, Managing Director, NewSpec

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Organization:

NewSpec Pty Ltd

Where Solution Used:

Australia Nationally

URL:

www.newspec.com.au

Industry:

Lasers, Optics & Surface Metrology
Equipment

Key Products Used:

3CX v10+
versaSRS v5+
versa3CXClient
versa3CXServer

versaSRS:

t: +61.8.8463.1914
e: sales@versadev.com
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3CX & versaSRS

BACKGROUND

NewSpec was established in December 2004 as an Australian owned company, as the exclusive Australasian distributor for Newport Corporation. We specialise in the marketing, sales, importation, installation and service of scientific research equipment, primarily in the fields of lasers, optics and surface metrology.

Based in Adelaide, with offices in Melbourne, Brisbane and Sydney, NewSpec continues to grow, offering an expanding range of Laser Systems, AFM's, Surface Profilers, and related optical equipment to the scientific research, aerospace & defence, microelectronics and life science markets throughout Australia and New Zealand.

INTERVIEW

Graeme Jones, Managing Director, NewSpec

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What were the issues faced by the business unit prior to integrating 3CX with versaSRS?

3CX and versaSRS have been core software solutions for the successful day-to-day running of our business over the last six years. Without a doubt we have enjoyed the extended flexibility and vast functionality of both products.

Initially we integrated 3CX with versaSRS very easily on our own. 3CX can email any missed calls as an attached wav file, so we simply set up a queue in versaSRS that would log any missed calls sent from 3CX. From this moment on there was total visibility within our business which ensured that all calls whether supplier or customer related were followed up. We were also able to use the case watcher functionality in versaSRS to notify staff and management of any missed calls, or escalating calls that were not followed up automatically through versaSRS.

When we became aware that VersaDev had developed software that would allow us to fully integrate both incoming and outgoing calls within versaSRS we immediately installed the free companion tools and were up and running in no time.

How easy was the software to implement?

Extremely easy to install and configure. The systems were integrated within 1 hour.

The integration consisted of one Windows Service where 3CX is installed, and one Windows system tray application installed on every versaSRS user machine (versa3CXClient).

The versaSRS Client is configured with the user's phone extension number and once started, simply listens for incoming calls.

When a call is received by the versaSRS user, either by picking up a softphone or desk phone, versaSRS automatically launches business determined windows to assist the versaSRS user with the call. When the caller selects certain key combinations using 3CX then versaSRS uses this information to retrieve help articles, a case window and supporting documentation.

For example, if our customer is recorded within the built-in CRM in versaSRS, the 3CXClient can retrieve and launch the contact details screen for that customer automatically. It can also show any current cases or requests that our customer may have already raised. We also have the ability to look at closed cases and potentially stalled cases also.

We can also configure the 3CXClient software to launch the versaSRS Knowledge Base, generate a new case based on a template, or display the CRM contacts look up.

This perfectly aligns with the functionality within 3CX for key presses and versaSRS queue setup.

Whether it is a new sales enquiries or customer support we can log cases instantly, saving staff time. We can also report on the amount of time spent on incoming calls for customer billing or staff training purposes.

What impact has the integration had on the business?

Probably the biggest impact has been in terms of our accounts, sales & lead management.

The one-click call integration between 3CX and versaSRS means that any of our staff using versaSRS can immediately make outgoing calls simply by clicking on the relevant CRM record phone number or by clicking on the phone number generated within a report provided in versaSRS.

Clicking on a phone number triggers either their desk phone or soft phone to dial the number automatically when the receiver is picked up.

Sales leads and customer account management is now seamlessly integrated giving our staff more time to get on with the job at hand. It also means they can work their cases and update them as they make calls, providing more information for reports including our sales pipeline reports.

Integrating our 3CX phone system with our request and sales system has streamlined our customer support and sales department beyond our expectations. The customer experience has improved and customers have been happy with the experience and the speed of responsiveness around the cases they have created. In all it appears that it is a win win for our business and the customer alike.

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About VersaDev

In 2001 VersaDev emerged to provide bleeding edge technology solutions to businesses in order to drive performance at the level that some companies can only hope to meet.

We at VersaDev are continually developing new enhancements to enrich our product range, born out of close customer relationships and feedback. Whether you have 3 customers or 3 million, our products can support you. Our extensive experience with globally distributed networks, for enterprise customers, guarantees robustness and performance.

VersaDev strengths are its staff and their ability to quickly respond to your business's needs. Whilst many businesses are focused only on installing a solution, we at VersaDev assist you in delivering the solution End to End whether remotely or by consultative engagement.

VersaDev prides itself on quietly achieving results and quality outcomes, as recognised by industry Awards and our Microsoft Partner certification since 2003.

VersaDev - Our Software Development Framework

Our Software solutions have been browser based and delivered since 2001, which ensures as technology changes so does our ability to integrate with leading edge solutions.

Our philosophy is to deliver our customers with excellence.

The coding framework incorporated in all our products utilises best practice disciplines and principles which follow the Software Development Lifecycle and are aligned to industry standards.

Technology used in our software is based on a single code set. This allows flexibility across a range of VersaDev products and simplifies integration with your internal systems and other third party software provider's products.

Incorporating Graphical User Interfaces (GUIs) - found in most products - VersaDev products have a natural and intuitive look and feel which is easily adopted by users of our software solutions.

Basing our solutions on Microsoft's .NET framework ensures that our product line is fully scalable, up to and including, Enterprise implementations. When technology moves we are flexible enough to move at the same time.

VersaDev - Our Product Development & Evolution

Product Development is born out of Evolution. At VersaDev we look to emerging technologies and platforms across our application suite.

VersaDev looks to add enhancements that improve functionality and deliver on the genuine needs of the customer and the business community. We are truly focused on delivering results.

We look to the global marketplace tracking developments, quantifying gaps and identifying opportunities.

We work within the ITSM community to ensure that our practices are truly best practices, and are valued by our customers. The ITIL framework has provided VersaDev with a robust structure which we have incorporated within our product development since 2006.

Our business model allows VersaDev to respond to the needs of the customer in an efficient and timely manner, which allows us to provide unparalleled quality in our service deliverables.

As a company we are ever-evolving and assessing new and advanced technologies, to deliver to the global environment, products that are both robust and feature rich.

VersaDev is industry awarded, recognised, Microsoft certified, and truly relevant to your needs and the needs of your business.