





## CASE STUDY

## Custom Bria Softphones Streamline Call Center Operations

### Solution Components

- CounterPath Bria® softphone - customized and white labelled
- Customized Asterisk PBX with third party integrations to key applications/systems

### The Impact

- Superior user experience and audio quality for Customer Service agents
- Faster and more effective handling of calls, transferring, recording
- Easily and seamlessly adopted by customer service team
- Upgraded from legacy software with zero impact to business processes

In order to facilitate an optimal transition from eyeBeam to their new custom solution cleverbridge initially gathered feedback from key stakeholders to ensure internal buy-in, and identify where critical training points were necessary.

Then, workflows were created to train current employees in small groups, so questions could be asked and answered in real-time, as well as training for new employees as they are onboarded. While cleverbridge knew there would be a learning curve with their new softphone solution, by proactively planning their migration with Counterpath they were able to facilitate an easy transition for employees and ensure customer service was not interrupted in any of their call centers.

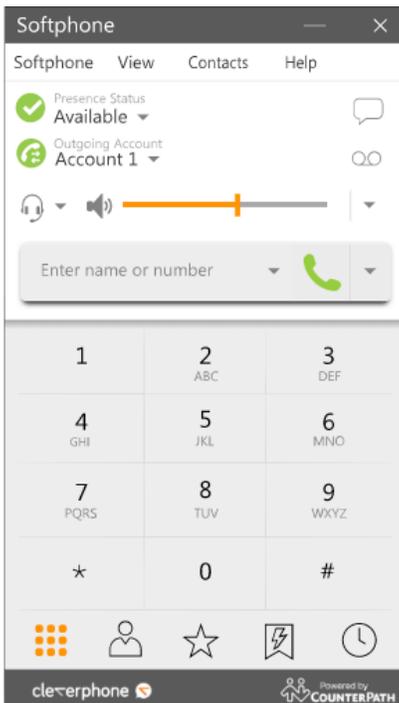
### The Solution

After evaluating cleverbridge's need for a voice only softphone, CounterPath developed a custom Bria desktop application – branded “cleverphone” – to meet the organization's requirements and compliance needs. The customizations allowed cleverbridge to select the features that are most valuable for their business processes and goals and the ability to disable certain features to create a more streamlined interface and increase support agent productivity. Additionally, cleverbridge gained access to new features and functionality within the Bria base application, such as a more robust Call History tab, with the ability to search and sort calls by date periods and access call recordings, and Call Transfer that automatically places a call on hold prior to transferring and many other improvements that make agents lives easier.

The cleverphone application enables customer service agents to answer incoming calls in a round-robin format determined by their Asterisk PBX. Agents are able to transfer calls to other agents, manually record calls if necessary, and set their status to “Do Not Disturb” when they go on break. All of these features matched their previous experience with eyeBeam, and with proactive agent training, only a small learning curve in the switch from eyeBeam to Bria.

*“For a call center environment, this is a tool they have to look at all day long, every day; and while we were reviewing other potential solutions, the feedback from our test users was that they generally offered a poor user interface, and a less efficient way of doing basic tasks and handling of calls, while also feeling sterile, complicated, and not user-friendly,” said Javanshad. “What we liked about Bria, and eventually cleverphone, is the design of the user interface and readability of live call dialog – call timer, caller ID, transfer call options – which help streamline call center operations and make it a pleasure to work with. Plus, as the majority of functionality was the same between our eyeBeam and cleverphone clients, our agents were able to easily make the switch.”*

CounterPath provided dedicated training and engineering resources to support cleverbridge during the transition period. Working with CounterPath, cleverbridge was able to optimize their new customized client against pilot-phase feedback, and ensure everything was ready for deployment.





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### Top Benefits

- Vastly improved both agent and customer experiences by enhancing how agents communicate and streamlining their day-to-day tasks
- Provided a single communication tool for customer service business processes
- Customization and branding process removed unnecessary features and functions from the User Interface, reducing distractions
- Able to adhere to PCI compliance and other regulatory standards
- Easily rolled out across global offices

### Interested?

For more information, contact your CounterPath Sales Representative or email [sales@counterpath.com](mailto:sales@counterpath.com)

### The Results

With the CounterPath solution, cleverbridge was able to deploy a custom branded and full-featured calling client that enhanced its ability to deliver exceptional customer service, while streamlining operations. Call agents can now focus solely on the task at hand and not detract from corporate communication channels. Aptly named “cleverphone”, the customer service communication application enables upwards of 10,000 calls per month to be efficiently and expertly handled through the various call center teams in the USA, Germany and Japan.

*“Our new cleverphone solution builds upon key features and functionality that we had become dependent upon for providing our customers with high level service, while opening up new avenues for efficiencies and improved customer experiences,” continued Javanshad. “At the heart of it, CounterPath’s solution just works, and we couldn’t be happier with our new branded clients.”*

Another key factor in selecting the CounterPath solution over open source options is the level of compliance, support, and security provided to cleverbridge.

*“With the open source alternatives, you’re at the mercy of the community and there’s no guarantee on support, resolutions, or security. We have to adhere to policies and regulations and simply couldn’t risk compromising on the integrity of our solution” continued Marc, “With CounterPath we know that a real company is on top of things, providing us to with support, security patches, and escalation paths if we need them, giving us a peace of mind that open source solutions simply can’t.”*

### About cleverbridge

cleverbridge provides an all-in-one subscription commerce solution for monetizing software and SaaS. Its cloud-based ecommerce platform optimizes the customer experience, simplifies recurring billing, and offers comprehensive global compliance and payment capabilities. Leading B2C and B2B companies rely on cleverbridge expertise and technology to acquire more customers, minimize churn and maximize global revenue. cleverbridge is headquartered in Cologne, Germany with offices in Chicago, San Francisco, Tokyo and Taipei.

### About CounterPath

CounterPath is revolutionizing how people communicate in a BYOD and mobile workforce. Since 2002, its Unified Communication solutions have been recognized as an industry and user favorite. Its flagship Bria softphone suite of clients enable secure VoIP audio and video calling, messaging, presence, and collaboration tools across multiple devices and operating systems, including the flexibility to overlay market leading call servers. CounterPath’s award winning solutions provide unparalleled enterprise UC and collaboration experiences for today’s anytime, anywhere workers, while solving corporate network security challenges for IT administrators.