

CLARK PEST CONTROL+SHORETEL

ShoreTel helps Clark Pest Control gain call center efficiencies and a cost savings of 20 percent



Challenges:

Clark Pest Control, the largest family-owned pest control firm in the United States, needed to trade out its pesky hybrid PBX and VoIP solution and lower the cost for 23 sites with a single VoIP system that could be centrally managed.

ShoreTel Solution:

Clark Pest Control selected a ShoreTel UC Solution that included 786 ShoreTel IP phones, ShoreTel Enterprise Contact Center, and ShoreTel Communicator with Personal Access.

ShoreTel Benefits:

- Lower telephone utility costs by 20 percent
- Enables faster, simpler collaboration
- Integrates with scheduling database
- Trims minutes off each inbound customer call

Inspecting for existing phone inefficiencies

From technicians working in the field to agents handling inbound calls, the ability to efficiently collaborate across phones, desktops, and remote locations is essential to providing customers with top-notch service.

Reliability is key to eliminating problems

Clark Pest Control had been relying on a mix of older PBX and voice over IP (VoIP) systems to handle its growing organization. The company needed to improve reliability and cost efficiencies, while centralizing communications across its many sites with a single solution.

"Communication is one of the key factors to our success. If we can't communicate with our customers, we lose business. With a high inbound call volume, it is vital our solution is stable and solid," says Mike Butchko, director of information technology at Clark Pest Control.

To initiate the process for finding the right vendor, Butchko invited proposals from Toshiba, Mitel, Avaya, Cisco, and ShoreTel. "We set up multiple locations with different solutions. We endured months of proposed configuration and designs, and even participated in the Cisco IP Telephony boot camp. I played the role of administrator for three solutions just to learn how the MACs process flowed for each centralized solution. In the end, we emerged with a clear win, going with ShoreTel," says Butchko.

ShoreTel's cost advantage eliminated the competition

Clark Pest Control chose ShoreTel over other competitors for very clear reasons. "We immediately saw an ease-of-use factor and a product that made sense. We saw better pricing and value, and a suite of readily available tools to facilitate our needs. With ShoreTel's distributed architecture and automatic failover, we won't miss customer calls—or potential customer calls. The cost advantages to this solution are immeasurable," Butchko adds.

Clark Pest Control based its ShoreTel UC Solution on top-quality technologies and services to ensure highly available communications. ShoreTel Communicator and ShoreTel Enterprise Contact Center front the solution, along with nearly 800 ShoreTel IP Phones, while ShoreTel Voice Switches and the ShoreTel Director orchestrate from the backend to ensure Clark Pest Control stays up and running smoothly, no matter what.

ShoreTel Communicator streamlines interactions among the Clark staff for greater efficiencies with intuitive desktop tools and faster, simpler collaboration. Because of impeccable integration with Microsoft Outlook, users have instant access to directories and can manage voicemail and contacts directly from the Outlook application. Delivering universal ease of use and management for Clark employees, ShoreTel Communicator helps to unfetter and speed the sharing of information across all departments, offices, desktops, and other devices connected to the network. ShoreTel Communicator displays voicemail visually, provides drag-and-drop call routing, and turns the desktop into a softphone to support all the ways employees want to work.

The simplicity of ShoreTel's single browser-based interface and the reliability of ShoreTel's purpose-built architecture enable Clark IT administrators to rapidly handle moves/adds/changes, and easily cross-train and reallocate IT staff as needed. ShoreTel Director provides the core management of the ShoreTel UC System with web-based tools

to manage all voice applications across locations. Because of its administrative simplicity, the ShoreTel design is also supporting Butchko's new multiprotocol switching (MLPS) topology, which creates virtual links among distant nodes to carry data via agnostic protocols and a packet-switched network.

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"This solution is simplistic by design, buffering sophisticated technologies behind a very intuitive interface that allows us to handle administrative tasks in minutes rather than hours. Our end-user community has become more efficient since installation of the ShoreTel system because tools are integrated and contacts are just a click away," says Butchko.

Boosting Productivity in the Contact Center

Because Clark Pest Control has a distributed model of branch offices spread across California and Nevada, it was important for the UC solution to support call center activities. ShoreTel Enterprise Contact Center (ECC) is software that delivers an advanced set of multimedia, feature-rich call center tools for real-time reporting and analysis of performance, multiple agent and self-service options for call routing, and outbound dialing campaign capabilities for customer outreach and no-wait callbacks.

Before deploying its ShoreTel UC system, the staffers answering phones at Clark Pest Control had to put inbound customer calls on hold to locate customer records and bring them up on desktop screens. Because ShoreTel is so tightly integrated with major industry applications such as Outlook and CRM programs, customer records and multiple directories coalesce on the system to put all the information at an agent's fingertips.

"Everything is now mapped together in the enterprise database to automate routine phone tasks and reduce time required to schedule appointments and resolve issues. When you have as many locations as we do, it's critical to ensure that the customer has a fluid interaction with our agents. ShoreTel ECC gives us the ability to handle calls as they come in, without having to put callers on hold while agents look up accounts. This alone has taken minutes off each phone call, which is hugely beneficial for our customer service," Butchko says.

Lower costs provide quick ROI

Since implementing its ShoreTel UC system, Clark Pest Control has enjoyed countless improvements across the board, exterminating inefficiencies that once lurked in legacy PBX and hybrid phone systems. Clark was able to lower its telephone utility costs by 20 percent in the first year after the ShoreTel implementation, simply by doing away with extension-to-extension dialing on landlines. Butchko cites that the company has also realized significant ongoing savings across the organization to cost-efficiently deploy, scale, and manage communications.

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"We were able to gain an earlier return on investment that we'd have had with any of the other vendors. The cost savings are definitely quantifiable. We have been able to reallocate resources within the enterprise and streamline our call center due to the efficiency of the ShoreTel solution. Now we have a centrally managed phone solution in a multi-branch organization that allows for continuous system uptime. The fact that it also saves us time and money is fantastic," concludes Butchko.

ShoreTel. Brilliantly simple business communications.

ShoreTel, Inc. (NASDAQ: SHOR) is a leading provider of brilliantly simple IP phone systems and unified communications solutions powering today's always-on workforce. Its flexible communications solutions for on-premises, cloud and hybrid environments eliminate complexity, reduce costs and improve productivity.

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