



AutomationFX Case Study at Gehr Industries.



Client

Gehr Industries is a Global Manufacturer of electrical wire and cable products.

Partner

CBX Systems is a California based provider of Call Center Software and Consulting.

Project overview

Increase sales performance by the Development and delivery of a Call Center application to support, manage and supervise telephone sales agents.

Why AutomationFX

AutomationFX provides a developer friendly interface to CUCM similar to Cisco Spark. It exposes the real-time features of CUCM via a simple REST API that can be securely accessed from an on premise or cloud based application.

Innovative Solution

At Gehr the Contact Center is the key component of the Go To Market with almost 90% of their sales being driven through the Contact Center agents who address both retail and wholesale markets.

CBX Systems worked initially with Gehr to automate the Contact Center and implemented a CRM system to help improve customer service and sales growth. The second phase was to put place a Contact Center agent management system that would allow the agents to be monitored and also coached while on live calls using the techniques such as “Whisper” or “Barge” to bring a customer engagement to a successful conclusion. A search for a suitable package took place but nothing really matched the CRM/CUCM integration or user requirements that Gehr had without having to make major operational concessions or customisations.

In House Development

It was at this point that CBX started developing in-house for Gehr an agent monitoring and coaching module. Developing such a module requires an expert level understanding of the APIs in CUCM. This is necessary to allow interaction with the Cisco VoIP phones that Gehr use and is done by writing to the CUCM APIs of AXL, RIS, EM, CTI which are all quite complex in their own right.

Jan Foster & Joel Quaresimo CBX Systems “AutomationFX saved us months of development work and enabled us to deliver a solution quickly to the client”.

How Did AutomationFX help

AutomationFX provides a developer friendly interface to CUCM in the same way as the Cisco Spark. It exposes the configuration and real-time features of CUCM via a simple REST API that can be securely accessed from an on premise or cloud based application. This enables the modern DevOps/Cloud approach to Business Collaboration to be available to CUCM and not just Cisco Spark. This provides a smoother transition to Spark, encouraging the development of Business Collaboration solutions on the large existing install base of CUCM that can then be carried forward when moving to Spark.

“A Dream Come True”

Using AutomationFX was a “dream come true” for CBX systems. Instead of having to interface with all of the complex APIs in CUCM they could interface seamlessly with a single Rest API to create the logic required to build the on premise CBX Call Center Monitoring application.

According to Jan Foster “Using AutomationFX for development saved months of programming for CBX Systems and the flexibility it gave them allowed them to build the application exactly as the Gehr wanted it, without compromises!

The net result for Gehr after deployment is that sales revenues increased by 20% and they are very well positioned for future growth.

The CEO of Gehr Industries

“Working with UnifiedFX and CBX Systems helped us to grow our business and we value their engagement and experience”



ACCELERATE YOUR DEVELOPMENT
SPEED AND AGILITY TO INNOVATIVE
CISCO CUCM APPLICATIONS ON A
TIMESCALE NEVER ACHIEVABLE
BEFORE



272 Bath Street
Glasgow, UK G2 4JR

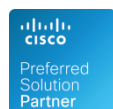
www.unifiedfx.com

+44 141 354 1703 tel
+44 141 354 1704 fax

Unified FX Limited are a software development company and a recognised leader in Cisco telephony Endpoint Management Solutions. With an exclusive focus on the Cisco market place, Unified FX provide innovative solutions which enhance the ability of any organisation to fully manage thousands of IP telephones and contact centre agents across geographically dispersed regions from a central location.

Quality

Unified FX has an experienced team of developers committed to high standards of quality and service. As part of our commitment and further evidence of these high standards Unified FX are an authorised Cisco Preferred Solutions Partner.



You need creative CUCM solutions? AutomationFX - the power in your hands

Why AutomationFX

AutomationFX provides a developer friendly interface to CUCM similar to Cisco Spark. It exposes the real-time features of CUCM via a simple REST API that can be securely accessed from an on premise or cloud based application.

Benefits of AutomationFX

- Developer friendly Interface for CUCM.
- Enablement of general web developers to work on CUCM and Spark
- A simple REST API to access to configuration and real time features of CUCM
- No need for specialist knowledge of CUCM APIs such as, RIS, CTI, EM, AXL.
- Significant time and resource saving in development
- Secure Access