



OTHERS SELL. **WE SOLVE.**

CASE STUDY

CENTRAL AZ SUPPLY

PLUMBING AND CALL CENTERS



THE CHALLENGE

The Maricopa Unified School District sought to enhance communication with its customers. Staff members were frequently overwhelmed by the dual demands of answering phone calls and assisting in-person visitors, leading to distractions and multitasking challenges. The flagship location had successfully addressed this issue by employing additional office staff to handle phone calls, but this solution was not feasible for other offices due to lower call volume. The district was also exploring alternative communication channels, such as a web-based storefront.

THE SOLUTION

Cisco Unified Communications offered a comprehensive solution to consolidate various communication methods within the enterprise. By leveraging existing hardware and adding necessary components, we established a fully functional call center that routed calls based on the dialed number, maintaining a personalized experience. Additionally, we implemented Webtext and SMS texting features, allowing customers to engage in online chat and place orders via text. This streamlined approach enabled a small group of office staff to effectively manage communication for over ten locations.



Visit gmi.com to learn how GMI can help you implement Cisco Unified Communications for a seamless, integrated customer experience. From call centers to web chat and SMS, streamline your communications and enhance customer satisfaction. **Contact us today** to explore tailored solutions for your organization.