



CUSTOMER SUCCESS STUDY

Full Compass Systems decides to migrate to the cloud with RingCentral MVP in order to provide work from home options during the COVID-19 pandemic.



THE CHALLENGE

When the pandemic suddenly forced employees to work remotely, Full Compass realized their on-prem ShoreTel phone system was too difficult to manage & scale.

THE SOLUTION

Converged Technology Professionals helped Full Compass review multiple unified CCaaS providers and deploy RingCentral MVP for their entire company.

About Full Compass

Founded in 1971, Full Compass is a leading national retailer of pro audio, video, AV, lighting, and musical instruments. They offer fast nationwide delivery of all their products, while also acting as an authorized service center for replacement parts and repair.

NEWLY REMOTE WORKFORCE CALLS FOR PHONE SYSTEM UPGRADE

When three-quarters of Full Compass employees began working from home due to the pandemic, the company quickly realized that its legacy ShoreTel phone system no longer fit the bill. Although the legacy PBX functioned adequately; the remote client capabilities couldn't be implemented to the scale needed without a lengthy, complicated process.

"We quickly needed a way for our work from home users, and particularly our sales team to communicate with their customers as if they were still working from our building," said Roger Anderson, Full Compass' VP of Information Technology.

That's when they looked to Converged Technology Professionals, their long-time Mitel partner, for assistance in choosing a cloud-based unified communications platform that would fully support their workforce both in and outside of the office.

DUE DILIGENCE PAYS OFF WITH RINGCENTRAL

Due to the relationship and trust that had been built over years working together, Anderson felt comfortable having Converged assist with the evaluation process. This started with an in-depth needs assessment to understand how Full Compass employees work, their technology usage and what their communication goals were for both the immediate future and long term.

Full Compass also decided to perform their own due diligence by comparing additional solutions to Converged Technology Professional's final recommendation of RingCentral MVP. Ultimately, they chose RingCentral because of their position as a Gartner Magic Quadrant Leader, plus their technology partner's ability to oversee the entire project and recommend best practices for Full Compass's specific needs.

I really enjoyed working with Roger at Full Compass because his focus was always on what would be best for his co-workers and customers. RingCentral has become a core building block of their distributed workforce culture.

Scott Dressell, Senior Account Executive with Converged Technology Professionals

ACCOUNT MANAGER CLEARS DATA ANALYTIC HURDLE

Although the migration to the new platform was handled by RingCentral, it was overseen from start to finish by Stephen Doerr, the Program Leader for the Converged technical account team. He also set up user profiles and other features, such as advanced reporting and management functionality typically reserved for contact centers. There were a few minor challenges to overcome during the implementation to optimize the platform for Full Compass employees, but each was handled quickly and professionally.

The entire implementation and training process took approximately two months from start to finish, including the advanced contact center licensing and setup. Steve also provided in-depth training for Full Compass employees and their IT management to drive a fast company-wide adoption rate.

My account manager Steve from Converged was amazing. What more can I say? He contributed more to making this project successful than anyone.

Roger Anderson, VP of Information Technology.

HUMAN RESOURCE GAINS PLUS THE BUBBLER EMERGES FOR FULL COMPASS

Although Full Compass's initial goal was simply to provide remote employees with a calling system that offered modern in-office features, other channels such as video and team chat were quickly embraced by the workforce. They now use the cloud PBX for all company-wide meetings and the sales team has found it a huge benefit for meeting with potential clients. The eFax feature was another huge plus.

However, the move to RingCentral also had a much deeper benefit for Full Compass since they realized that new hires no longer had to be local. They are now focused on a much more geographically diversified pool of prospective new hires and finding many exciting new ways to drive employee engagement. For example, Full Compass created a chat room called 'The Bubbler' where employees can socialize and inspire each other through games, readings, gigs, and events.

All we thought we needed was phone service. The added features of chat, text, fax, and more just came with the package, but everyone's really embraced it.

Roger Anderson, VP of Information Technology



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