

Enterprise Voice 3.0 in Glamox

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What did we want to achieve?

First of all, for those who do not know Glamox, we are one of the world's largest manufacturers of light fixtures and lighting control systems. With presence and representation globally, from South Korea in the East to the US/Brazil in the west. Like many others, we started a renewal/digitization process 5-6 years ago. Among other things, we had no dedicated CRM platform, an aging ERP system and many different telephony systems.

If we look at telephony, this was managed locally, thus making utilisation of interaction and common solutions difficult.

We first switched to Salesforce on the CRM side, and we are still in the process of a very large ERP transformation. It became natural for us to also look at common solutions for corporate telephony and call centers. Since Teams was also rolled out as the number one interaction tool in this process, it became perfectly natural to look at telephony in Teams, as part of our new solutions.

In other words, we were looking for a unified solution with telephony in Teams and an updated call center with Teams and Salesforce integration.



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How did we solve it?

We decided to find a partner who knew business telephony, to get input on how it could be solved. First in Norway and so on globally.

Ctelo came through as a natural candidate to talk to and we were pleasantly surprised when Jan not only piloted us through telephony in Teams, but also took on our challenge on the call center side and searched the market for a good candidate for Glamox.

After several reviews, testing and pilots, we landed at Ctelo for telephony and Zylic for call center with Teams and Salesforce integration. Since we also moved from on-premises solution to everything in the cloud, that transition could easily be made without a great risk. And with phenomenal expertise on Ctelo's part, the migration process was a breeze, both for teams and call center employees with Zylic, Teams, and Salesforce. We have done many projects recently and this is the only one that I have not received a single problem or complaint afterwards.



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Today's experience

The staff at our customer service center have all the information automatically gathered and connected in one place and couldn't be happier.

For any call that enters our customer service center, a lookup is automatically made in Salesforce, which gives the agent access to all available information on the customer. Through the Teams integration, they also can interact with all Glamox employees directly. Customer support has simply been taken to a new level.

From an IT point of view, I still haven't heard any complaints or hints about issues with any of the corporate telephony solutions we chose. It's rare. We couldn't be happier with the job Ctelo with Jan in the lead has done for us.

