VONAGE

AUTHOR SOLUTIONS

Founded in 2007, **Author Solutions** is a global leader in supported self-publishing, providing authors with the resources to bring their books to market. The company facilitates the publishing process, merchandises its clients' books in brick-and-mortar stores and digital channels, affords content creators exclusive rights to their work, and more.

Empowers the global company to rapidly adapt to remote work

Reduces wait time and latency

Ensures callers never get lost in an IVR maze

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AUTHOR SOLUTIONS

Volumes of Pressing Communications Challenges

With its internationally deployed on-premises business communications system and reliance on just two telephony carriers came a raft of troubles for the publisher. Its IT department struggled to mitigate latency during peak call times, maintain confidentiality and security for call recordings, and prevent callers from being abandoned in the IVR. Further, the organization's agents had to constantly juggle their CRM and business communications tools just to deliver the most basic level of service, supervisors couldn't review customer reports without submitting support tickets to SQL experts and database administrators, and infrastructure wasn't ready for a switch to telecommuting.

The company needed cloud-based unified communications and contact center solutions that would integrate seamlessly with Salesforce, support remote agents, and more.

To address these issues, the publisher chose Vonage Business Communications and Vonage Contact Center with Salesforce integration.

RESULTS

A Novel Approach to CX and the Agent Experience

The solutions support the company's goal by enriching its team's communications with a number of powerful features:

- **Salesforce integration:** The Vonage solution seamlessly integrated with the organization's CRM platform. "Whenever an agent logs into Salesforce," said Gavin Kelly, senior manager, IT operations, Author Solutions, "their dialer is right there in front of them. So now our agents don't have to jump between screens and applications to do their jobs."

- **Mobility:** "In March 2020, we were told that we had to send every worker remote within a week. There's no way we could've done that with our old communications solution. But with Vonage's apps for our team's smartphones and laptops, we were able to," said Kelly.

- **Skills-based routing:** "When a customer calls for Xlibris [an Author Solutions imprint], the Vonage solution routes the call to an agent who is specifically trained to field Xlibris calls. And making any changes to those routing parameters is easy, too. I just go into the user account, adjust the settings, and a couple of clicks later, it's all set," said Kelly.

- **Global Voice Assurance:** "We really like the ability to call international mobile numbers—it's about half of our business, if not more. With our old system, we only had a couple of carriers we could leverage, so we didn't always have the routes we needed to contact our customers. But Vonage has more carriers at their fingertips for us to route calls across, so we haven't experienced the call issues we had previously, simply due to the routes being available," said Kelly.

- **Call recording:** The call recording feature not only helps the organization keep important conversations on file, it stores and protects them in the cloud with the AES-256 data security standard. "That's another reason Vonage was enticing—they encrypted our calls right off the bat and provided a secure solution for accessing recordings. A lot of our recordings have sensitive information around financials and customer information, so we had to ensure they were protected," said Kelly.

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Vonage, a global cloud communications leader, helps businesses accelerate their digital transformation. The Vonage Communications Platform is fully programmable and allows for the integration of video, voice, chat, messaging, and verification into existing products, workflows, and systems. Vonage's fully programmable unified communications and contact center applications are built from the Vonage platform and enable companies to transform how they communicate and operate from the office or anywhere, providing enormous flexibility and ensuring business continuity.

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