



# An outsourcer outsources

For Empereon Marketing, a leading provider of end-to-end contact center services, delivering consistently great customer experiences on behalf of their Fortune 500 clients is paramount to success. To confidently pursue strategic and time-sensitive opportunities, Empereon needed a contact center solution that could ensure flexibility, reliability and cost efficiencies—now and in the future.

## EMPEREON MARKETING

### Industry

Business process outsourcing (BPO)

### Customer

500 employees in 8 contact centers

Service clients in finance, telecommunications, entertainment media and more

Ranked #1 among BPOs by clients

### Challenges

Scale quickly and cost-efficiently to meet new business opportunities

### Solution

Windstream Enterprise CCaaS Powered by Avaya

### Results

Support for 200% employee growth

Low CAPEX; optimized OPEX

Scalable, standardized platform

Uninterrupted customer experience

## Scaling quickly on the fly

In order to meet the needs of new business contracts while satisfying their existing client base, Empereon must be able to grow quickly. Premises-based models can become expensive for business process outsourcers—who operate in highly dynamic environments—and Empereon CCO/ISO Bryan McRoberts and his team were experiencing issues effectively expanding their premises-based Avaya Contact Center solution. “In this industry you’re always growing or dying a little bit... it’s a roller coaster. So what I’m having to do is buy equipment and licenses for my peak times,” says McRoberts.

The team’s current premises-based switch simply could not accommodate the anticipated growth in time to satisfy their new and existing relationships. Identifying a tension between scaling for growth and allocating the costs and internal resources to meet the target time frame in-house, Empereon decided to explore a hosted solution.

## Windstream Enterprise fits the bill

When evaluating vendors, Empereon didn’t have to look far. Windstream Enterprise was already a long-time partner, supporting its Avaya solution over the Windstream Enterprise MPLS network. For McRoberts, working with a team he knew and trusted was important. “I have a good relationship with the Windstream Enterprise team. They are experts in their field—and it’s hard to find those resources,” he says. When he learned from his Windstream Enterprise account executive, Ken DuPont, that Windstream Enterprise Contact Center as a Service (CCaaS) could deliver flexibility in features, capabilities, scale, resiliency and support, he knew it was the right decision: “It made sense all the way around.”

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In close collaboration with the Empereon IT team, and with a deep understanding of its business needs and goals, Windstream Enterprise migrated Empereon to a hosted environment. “It was Windstream Enterprise and Empereon acting as one cohesive team,” says DuPont.

In many cases, a brand new installation would pose considerable challenges to a tight timeline. But with a cloud-based install, MPLS network connections are simply dropped into existing centers and configured through software as business needs evolve. Moving from an Avaya on-premises solution to Windstream Enterprise CCaaS Powered by Avaya in the cloud made it easy to create a flexible model that fit within the existing environment and employee workflows. Empereon supplied redundant connections through its other carriers, maximizing resiliency and reliability while minimizing provisioning time.

## Gains in speed, scale and satisfaction

Empereon’s clients expect them to react very quickly, and Windstream Enterprise was able to deliver. McRoberts is confident that without the expertise of the Windstream Enterprise team, he wouldn’t have been able to get a solution up and running internally—or with other vendors. “We would have never made the deadline. We would have never gotten this contract,” he says.

Windstream Enterprise now manages the CCaaS solution, implements future updates and troubleshoots any issues, enabling Empereon’s IT resources to focus on other strategic priorities. “The Windstream Enterprise group is an extension of my IT department. Rather than hiring experts and ordering in hardware and licensing and dealing directly with Avaya, I use Windstream Enterprise, who has a close partnership with Avaya,” McRoberts explains.

With Windstream Enterprise CCaaS deployed, Empereon is realizing efficiencies across the business. The solution configuration and setup is conveniently amortized, saving on capital expenditure (CAPEX) and freeing up cash flow to support other growth initiatives. Plus, a usage-based billing model helps Empereon optimize spend at peak times of the year. “Rather than overbuying licenses and equipment, I have a cloud-based solution where it’s basically pay for play,” McRoberts says.

For employees, it’s business as usual. Windstream Enterprise CCaaS delivers an uninterrupted and consistent experience for contact center agents and customers, with no additional training or noticeable gap in productivity. What’s more, with a cloud-based environment, Empereon can now bring on remote sites almost instantaneously and with low-touch provisioning.

## The future is bright—and big!

In just five months, Empereon has doubled its employee roster while continuing to deliver exceptional customer experiences on behalf of its clients. Now, the company is looking to the future and working towards doubling that employee headcount yet again.

Empereon is eager to roll out CCaaS to its remaining contact center, as well as in its customer management and accounts receivable business unit, Constar Financial Services. “I have a scalable model, with the Windstream Enterprise resource group supporting that model. This has definitely been my best [hosted solution] experience,” McRoberts says. And his Windstream Enterprise account executive, DuPont, couldn’t agree more: “We at Windstream Enterprise are very excited about kicking butt for Empereon and their customers, and we look forward to helping grow their business.”

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### About Windstream Enterprise

Windstream Enterprise collaborates with businesses across the U.S. to drive digital transformation by delivering solutions that solve today’s most complex networking and communication challenges.

To learn more about Windstream Enterprise, visit [windstreamenterprise.com](http://windstreamenterprise.com)

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