

## Sesui signs the way for Brady Technical Service with a pan-European Virtual Contact Centre



Brady describes its successful use of Sesui's Virtual Contact Centre solution in establishing its pan-European Technical Service Team across 22 countries. A unified and centralised model that delivers improved telephone-based support for its customers, makes better use of resources and provides location independence and flexible working options for its employees, as well as the ability to support expansion into new territories.

### Enhanced Telephony Support for Customers

Founded in 1914 and currently employing approximately 6,500 people in 90 locations and 29 countries across the Americas, Europe and Asia-Pacific, Brady provides high-performance labels and signs, safety devices, printing systems and software to demanding industries including state-of-the-art labels for NASA and SIM card labels for all mobile phone manufacturers.

Brady's relationship with Sesui began in 2009 when Sesui provided a cost effective, cloud-based telephony solution utilising the existing infrastructure of the serviced building that housed one of Brady's newly established UK-based sales teams.

Subsequently, Sesui delivered the call management solution for Brady's European Internal IT Support Team, routing calls quickly and easily based on operator knowledge, skill-levels and language capabilities between approx. 40 employees across 9 European countries, with out-of-hours calls overflowing to the Philippines.

### Brady Success Factors

- Centralised pan-European support across 22 countries
- Flexible primary, secondary and tertiary routing, based on factors such as language, skill-set and priority
- Delivery of calls to any number giving location independence and ensuring service continuity
- Real-time reporting of call volume and resource allocation, to pro-actively manage resources
- Comprehensive reporting on all call costs including mobile phones
- Virtual Contact Centre has resulted in the ability to launch in regions without an immediate presence, reducing risk and upfront CapEx

But these deployments were just the beginning of a relationship that continues to expand today...

### Establishing a pan-European Approach

Brady's Technical Service Team is headed by Timothy Raemdonck and provides support to customers in 22 countries across Europe. The team itself is spread across multiple countries and regions and provides both telephony and on-site technical support to customers who have invested from £10 to £100,000 in Brady specialist identification solutions. The team also provide in-house technical repairs for Brady's European operation.

When Timothy took on the role of Technical Service Manager for EMEA, he wanted to establish a unified, pan-European Technical Service Team under a centralised model. Previously the function had been fragmented by country, each with its own technical services team and all with their own pricing models and differing approaches to business. Essentially the European structure was scattered, with limited unity and flexibility in allocating and managing resources for upcoming or emerging regions.

The main drivers for pan-European centralisation were increased customer focus, efficiency, improved productivity, the sharing of resources and economies of scale across the continent - to deliver one effective European approach for service.

Timothy explains, "When you centralise [operations], you can deliver more service with the same amount of resources. This produces far-reaching benefits for our customers and global organisation."

### Exceptional European-wide Service from any Location

Initially Timothy was looking for a telephony solution to support the centralised European approach for the Technical Service Team. The team would be managed from Brady's European HQ in Zele, Belgium, where there was already a contact centre using an on-premise solution that operated on an in-house telephony switch.

However, the only way to expand call capacity using this on-premise model was to set up dedicated contact centres in a variety of European locations – at significant cost. It was at this point that Timothy liaised with the European IT Team who had previously deployed Sesui's 'contact centre in a cloud', which addressed the same telephony scaling challenge that the Technical Service Team was now facing.

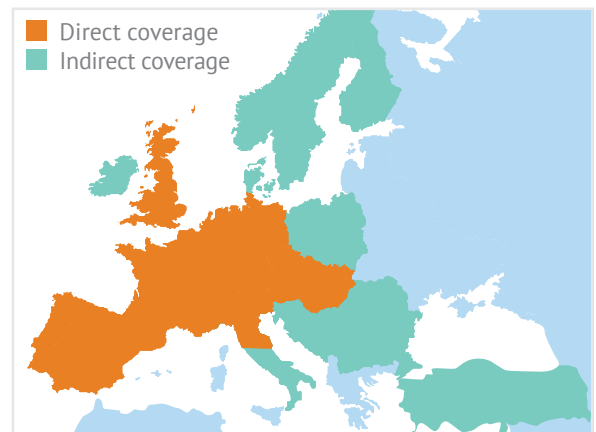
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Timothy summarises his decision to work with Sesui, "When I took on the role of European Technical Service Manager, the concept of a contact centre hosted in a cloud was new to me. We had an idea of how we wanted to unify support for customers across Europe, but the more we talked to Sesui, the more options we discovered were open to us to also centralise call management and support future European expansion."

Sesui established a pan-European virtual contact centre for the Technical Service Team for both inbound and outbound calls. The main contact centre is in Zele with the remainder of the team working in the field and spread out across the 22 countries that Brady's Technical Service Team supports across Europe.



The ability to support the customer in their chosen language is an imperative for Brady and the foundation of the service ethos. On this basis, dedicated numbers are used for the different languages and geographical regions, these numbers are referred to within Brady as 'queues'.

Initially four main regions and languages were managed out of Belgium – English, French, Dutch and German. Now, 22 countries are supported in total across the region, with some countries banded together based on language, for example the German speaking DACH regions (Germany, Austria and Switzerland) are managed by one dedicated team.

Timothy explains the approach, "For the customer, it doesn't matter where the team is based. What matters is the manner in which they are dealt with from a

*language and skills perspective. Sesui's solution enables us to deliver the service our customers expect."*

When a customer calls into one of the queues and there is no agent available, the call is automatically re-routed to another agent that speaks that language, and thanks to Sesui's Whisper Announcement feature the call can be answered in the correct language. This is so for the language queues of English, French, Dutch, German, Spanish, Italian, Danish, Swedish, Hungarian, Slovakian and Turkish with the remaining countries transferred to the default English queue. As part of the messaging options, the customer can also manually choose to change to a different language queue after 30 seconds.

Further functionality is set-up to keep the caller informed of the status of the call and hand control back to them as appropriate, with features such as the option to leave a voicemail whilst in the queue. The voicemail is recorded in mp3 format and can be listened to from any device, with notification of the message also emailed to the operators so the query is dealt with in a timely manner.

Access to the system is via Sesui's CC4Web application where operators sign-in to access the system via a URL. This process ensures that calls are only ever directed to agents that are logged on and available to take calls, removing the down-time in dialling different extensions.

Sesui's Virtual Contact Centre enables Brady to prioritise, route and answer calls according to any number of factors such as language, urgency of issue, size of client and client-requirement. The virtual nature of the contact centre and CC4Web access means that from the telephony perspective the operator can be in any location, ensuring service continuity should a disaster recovery situation unfold.

### **Reducing Risk in Emerging Territories**

Sesui's solution not only enables flexibility for agents so that they can take calls from a Brady location, remotely or from home, it also means that Brady can immediately see which agents are available at any given time. This results in more

flexible working and use of resources for Brady, a more efficient caller experience for the customer and a timely, effective support service.

Perhaps the most significant benefit of Sesui's solution for Brady is the ability to tailor resource allocation to expansion, and launch in a new region without the need for a physical presence. Whilst Brady is establishing a customer base in the new territory, support can be given via local numbers by agents speaking the relevant language. This saves Brady time and resource and mitigates the risk in committing to that territory during the initial expansion stage.

Timothy adds, *"One of the foremost benefits of working with Sesui is that they can effectively help an organisation to establish a business in a new region by minimising the resources committed during the 'emerging platform' phase."*

### **Pro-actively Managing Resource**

Sesui's real-time reporting data has also brought a new dimension to Brady's resource management and strategic decision making process. Timothy and his management team in Belgium know exactly what is happening across the continent through the real-time call data. Queue call volumes, waiting and handling timings can all be monitored in actual time via the wallboard and actioned as appropriate, re-allocating resources there and then as needed.

Timothy concludes, *"The wallboard and reporting has enabled us to know, in real-time, where extra resources are required, increasing operator availability. The reporting also provides us with a complete and comprehensive list of call costs – including mobile phones."*

Sesui has enabled Brady's Technical Service Team to measure, monitor and control call management across the entire continent. The flexibility of Sesui's Virtual Contact Centre solution has allowed them to structure their business in the most appropriate and relevant manner for their customers and the relationship continues to expand and evolve across a variety of Brady's European operation.

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**"Sesui has allowed us to operate on a pan-European basis whilst providing local, individually focused support for customers"**

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### Why Sesui?

*“Sesui have devised solutions for us which go above and beyond our initial vision and have delivered unexpected added-value and benefits. The most obvious benefit to Brady has been the additional flexibility which has been achieved through routing based on language, skill and requirement. It has allowed us to operate on a pan-European basis whilst providing local, individually focused support for our customers. This flexibility has also enabled us to plan for and cover holiday periods, adding new announcements and rerouting calls appropriately.”*

*“Because Sesui look for the solution which is right for the client, rather than asking the client to bend to the solution, Brady has been able to improve customer experience and continue to expand whilst delivering seamless support.”*

*“Sesui’s approach is different to other vendors. We get an instant response from them because they understand the business impact. Changes are discussed and happen quickly when we need them to. Sesui has become more of a trusted partner than a vendor to Brady. Their priority is always finding exactly the right solution for their client.”*



*Timothy Raemdonck, Technical Services Manager, Brady EMEA*

### Sesui’s Approach

At Sesui we have a duty of care to cater for the diverse and varied voice communication (telephony) and integrated messaging (voicemail, email, SMS and fax) needs of our customers. It is our responsibility to provide the right communication solution so that you can provide excellent service to your customers, employees, suppliers and wider stakeholders.

We pride ourselves on understanding your commercial environment, enabling us to develop feature-rich voice communication and integrated messaging solutions that are built around the compliance, market initiatives and commercial needs of your organisation. Our objective is to deliver a solution which not only drives a more efficient organisation and enhances the caller experience but will also provide a rapid return on investment.

Let us help you deliver an improved caller and communication experience...

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**That's the Sesui touch!**

**Sesui**  
intelligent cloud-based call management