



Bango

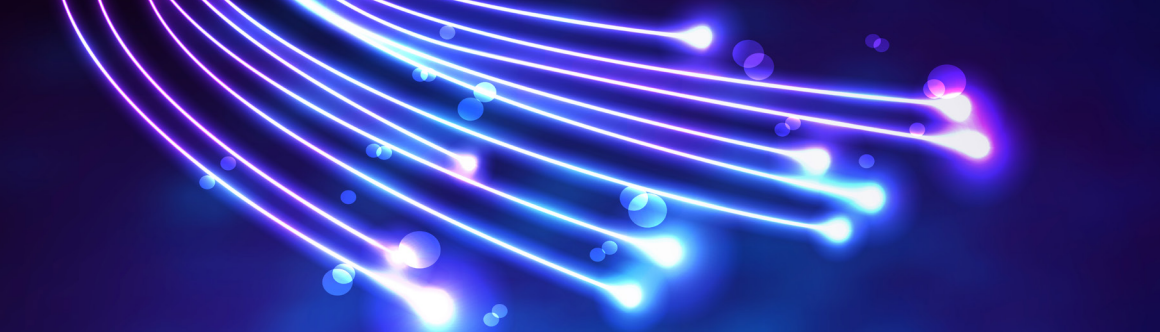
CASESTUDY



Bango Implements Cloud Based Hosted VoIP Telephony Solution From Zed One

Bango is a global award winning company that provides the technology that powers commerce for businesses targeting the growing market of Internet-enabled mobile phone users. Their products collect payment from mobile users for on-line content and services and provide accurate analytics for mobile marketing campaigns and sites. The world's leading app stores and brands plus thousands of smaller content providers and developers use Bango products to run their mobile businesses.

With a head office in Cambridge, UK and branch offices in New York and San Francisco the company operates a global-reach call centre to support its customers worldwide. Such a setup is naturally heavily dependent on its telephone systems as Gen Cope, HR & Facilities Coordinator for Bango explained. "As a global leading Mobile technology business we operate a complex phone system to support the business and its customers. Uptime, quality of service, support and cost are therefore essential to us."



Problems and Shortcomings

In the past Bango experienced a number of problems and shortcomings with their existing telephony solution. “We were looking to add more features to our system”, explained Gen. “But the solution system crashed and our existing Telecoms supplier placed us onto a temporary platform. This was far from ideal and not sustainable for the long term and therefore we took advantage of our situation and evaluated our options.”

Feature-rich and Cost-effective Solution

“Our current telecoms supplier proposed an in-house solution which required a very high immediate capitol expense and high on-going maintenance and running costs, all in all a very high cost of ownership and without the simple scalability and many of the feature sets we required.”

“We had decided that we wanted to work with a supplier who could fully support us through the process, buying from the internet was not an option. We wanted to work with knowledgeable and experienced people who could also demonstrate the system features, offer hands on use of the products, manage the complexities of the transition and provide onsite installation and training and on-going 24/7 support.”

“We approached Zed One as we have a relationship with them having worked with them for a number of years for our IT support. Zed One listened to our extensive list of requirements and our business plans both current and future, they totally understood our needs after which they recommend and proposed the easily scalable global leading cloud VOIP telephony platform solution from Broadsoft utilising industry leaders Polycom and Yealink VOIP handsets who provide the best audio quality HD Voice™ technology.”

Scalable Solution

As a pure IP-Cloud based system, Zed One supports all of Bango’s users and Supervisors anywhere in the world without any need for them to commit to additional capacity in advance, with 30 day licences they can simply scale up and down as and when needed.

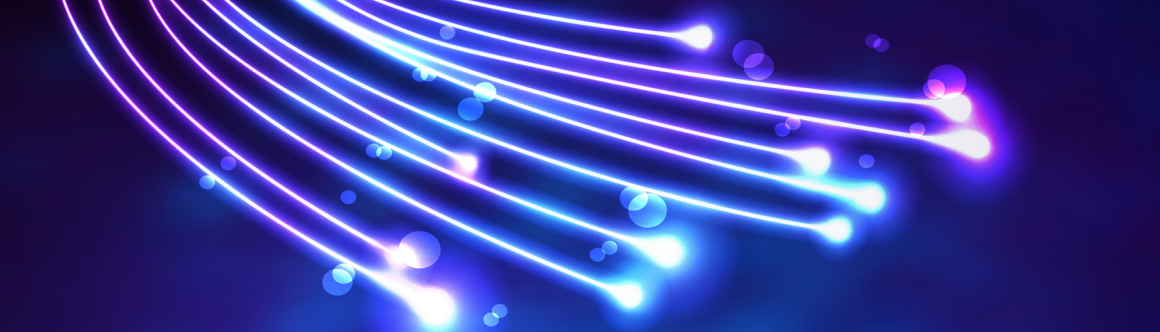
“From the start of the project I and the Bango team have been impressed with the way that Zed One’s consultative approach taking the time to listen and fully understand our requirements. Prior to proposing a solution we met at their offices where we were able to use the demonstration facilities providing us with hands on use of the system and a comprehensive walk through all of the features. This worked perfectly, they not only provided a great solution but also through their business knowledge recommended features that gave us even



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more value than we had thought were possible and exceeding our expectations for a telephony solution.”

Zed One managed everything perfectly and the whole process of deploying the new VoIP platform was very smooth with minimal business disruption. Their technical team managed the transfer of all Bango’s existing local, national and international telephone numbers seamlessly onto the new platform. They installed all of the new Polycom handsets and PC based softphones and carried out the user training.



Call Centre System Solution

In addition to individual users Bango wanted a call centre management system to help them to continue and improve upon delivering great customer service. The new VOIP platform integrated call centre solution has brought many benefits to Bango as Gen explained.

“It is much more reliable than our previous solution, we now also get live data and comprehensive reporting which helps us to better manage our resources, we also have the peace of mind knowing that if there is a problem we can rely on Zed One’s support whatever the hour of the day.”

The screenshot shows the ZEDVOIP software interface. Key components are labeled as follows:

- Call Control Buttons:** A row of icons for Unavailable, Available, Wrap-up, Release, Dial, Transfer, Hold, Confer, Voice, Record, Call park, Annou, Reports, and Settings.
- Service Provider Logo/URL:** The ZEDVOIP logo in the top right corner.
- ACD State:** Indicated by the status icons in the top left.
- Personal Wallboard:** A table showing call statistics for 'Bolts Sales'.
- Active Call Window:** A table for tracking active calls with columns for From, To, Duration, Status, and Notes.
- Busy Lamp Field:** A grid of agent status icons and names.

Name	Total Calls	Answered Calls	Missed Calls	Total Talk Time	Average Talk Time
Bolts Sales	0	0	0	00:00:00	00:00
	0	0	0	00:00:00	00:00

Total Calls	Calls Answered	Missed Calls	Calls In Queue	Longest Wait Time	Average Wait Time	Average Talk Time
0	0	0	0	00:00	00:00	00:00
0	0	0	0	00:00	00:00	00:00

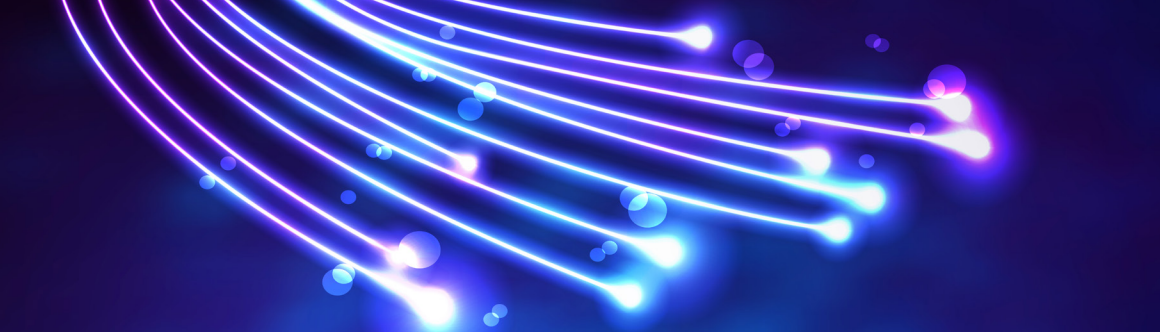
From	To	Duration	Status	Notes

Contacts								My status: available in office							
Search															
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z															
Alastair Brown	Amith Bharathan	Barry Simpson	Binu Babu	Charlotte Quartly	Chris Tutt	Cindy Baker	Colin Farrant								
Dave Dadds	David Higgins	Dean Thompson	Ed Thrussell	Felix Rovin Vincent	Harry Dadds	Iain Sinnott	Karthika Bharathan								
Krysia Swiatek	Lee Houston	Lewis Marcantonio	Nathaniel Cole	Thomas Varghese	Vas Koria	Xavier Dennis									

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Unity Reception is a Microsoft® Windows® based application designed to support even the busiest front desk environments. Featuring a dynamic Busy Lamp Field, the ability to tag callers on hold and “popping” notifications when desired extensions become free, Unity Reception has unique capabilities to efficiently and intelligently manage inbound callers.

Bango is using Unity Reception Enterprise with additional functionalities such as Dynamic BLF Search, Outlook Calendar Integration and Remote Service Configuration.

“As a growing business we also wanted to understand the dynamics of our customer calling patterns to enable us to provide the best possible customer service. Zed One’s scalable Call Centre Solution provides everything we need to achieve this.” added Gen.



VALUE ADD FEATURES

Free and Fast Connection to International Offices

Bango were spending a substantial amount of money on International call charges communicating with their overseas offices, with the Hosted VOIP solution the calls are free to all of their international locations and they can simply transfer calls to overseas offices just as if they were in the same building.

Local Numbers - Better Customer Service with No Call Costs

Zed One provisioned local telephone line numbers for their international locations. This is a great service to their customers as they can dial and pay for a local number call which is then seamlessly and automatically transferred to their UK call centre for which they do not have to pay any charges to a foreign telecoms service provider, a further savings for both Bango and their customers.

Unified Communications

Messages taking are a thing of the past with DDI numbers for everyone, voice mail, voice mail to email, automatic call forwarding and follow me anywhere are all features which provide greater efficiency and ease of contact for both Bango’s clients and staff.

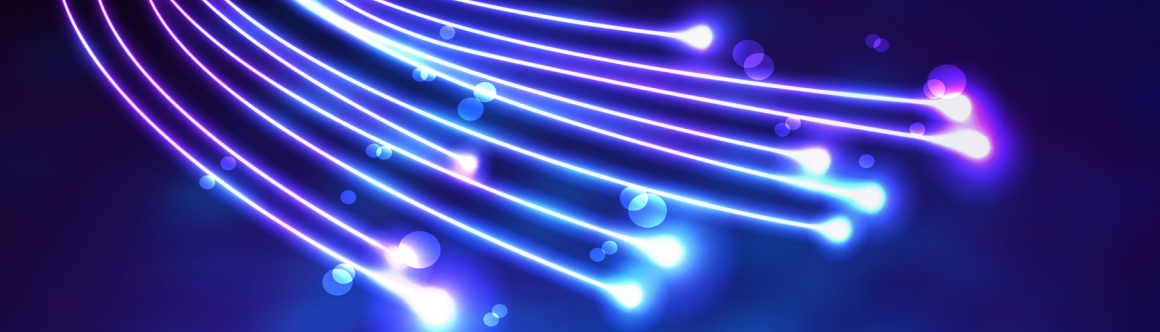
Windows Desktop Phone Application

Zed One’s Microsoft Windows client application combining Directory Integration, Outlook Contacts, Click-to-Dial, Calls Control, Extension Presence, Instant Messaging, Service Configuration, and other user definable functionality provides

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all users with a simple and fast view of everything relating to inbound and outbound calling at a glance. The Busy Lamp Field displaying the busy/available presence status of up to 50 selected colleagues which dramatically improves efficiency and productivity.

The simple and intuitive interface makes answering, releasing, holding and conferencing multiple calls simple for experienced and new users. Bango's users can configure and control their services including call forwarding and simultaneous ringing from their desktop.

Softphone for iPhone and Android

Members of the Bango team who spend much of their time on the move take advantage of the Softphone application for iPhone and Android devices to keep in touch with prospects, customers, partners and colleagues. This is a highly secure SIP-based softphone. With the application they gain the facility to use a Wi-Fi or 3G/4G connection to make and receive voice over IP calls facilitating superior telephony communications saving both time and money.

They can also take advantage of premium features like Video Calls or Presence and Messaging to enhance the mobile softphone experience.

"Personnel at all levels of the organisation like the solution, it provides a rich set of features and a very user friendly experience, we have seen productivity gains, improved customer service and happier staff."

Zed One smoothly and seamlessly transferred everything over from their old system. The new platform now provides them with a comprehensive reporting package that gives them important statistics for all of their call traffic both inbound and outbound including calls to voicemails. This is invaluable in helping them to provide the quality of service to their customers as they have excellent visibility of call queues and wait times.

Comprehensive Call Statistics Reporting & Recording

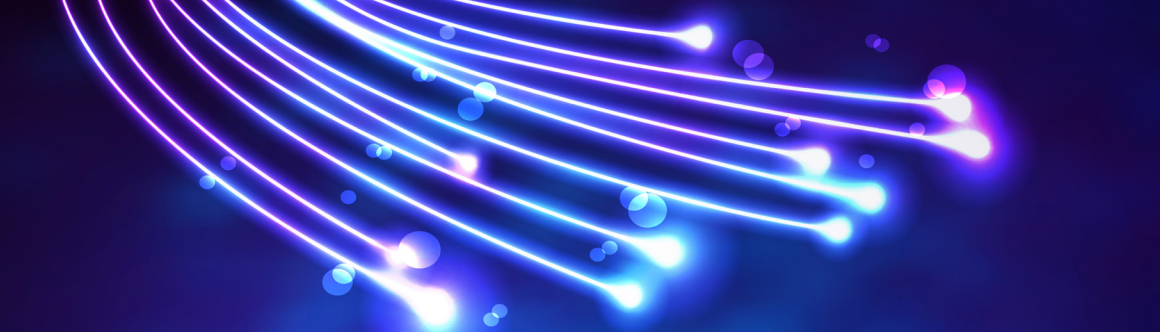
Supervisor is a powerful reporting and management engine that gives Bango relevant real time and historical performance information on Agents and Queues. This is presented in an easy to use graphical interface which provides the tools and information to effectively serve and manage their customer's calls and identify resource or training shortcomings. Zed One also provided the option of



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reviewing of employee's calls which is an important element in helping Bango to develop and improve their customer experience.

Unity can alert the Supervisor when something abnormal appears and let them take remedial action. This could be a sudden burst of calls in queue, when the Supervisor can quickly assign more Agent resource before the callers trigger an overflow policy. For scenarios where maximising caller experience is paramount, the flexibility of unity Supervisor becomes critical.



Unity Supervisor: Chris Tutt - Available (duration: 00:44)

File Messaging Tools Help

Unavailable Available Wrap-up Release Dial Transfer Hold Conference Recording Reports Settings

ZEDVOIP

My Statistics						Overall Queue Statistics							
Name	Total Calls	Answered Calls	Missed Calls	Total Talk Time	Average Talk Time	All Calls	Answered	Missed	Calls In Queue	Longest Wait Time	Average Wait Time	Average Talk Time	Staffed
Engineering	0	0	0	00:00:00	00:00	0	0	0	1	00:18	00:00	00:00	2/5
Sales Line	0	0	0	00:00:00	00:00	9	9	0	0	00:00	00:14	04:22	2/10
Tier 1 Support	-	-	-	-	-	40	35	5	0	00:00	00:12	03:14	2/8
	0	0	0	00:00:00	00:00	49	44	5	1	00:18	00:08	02:32	6/23

From	To	Duration	Status
Andrew Smith	Engineering	00:17	Queued at position 1 (previously abandoned)

Contacts Call Logs Abandoned Calls Agent Activity

My status: available in office

Queue: Tier 1 Support

Name	ACD State	ACD Duration	Total Calls	Missed Calls	Total Talk Time	Total Staffed Time	Average Talk Time
Alastair Brown	Sign-Out	02:42:53	12	2	00:40:58	08:57:12	04:22
Colin Farrant	Sign-In	149:20:48	0	0	00:00:00	19:42:53	00:00
David Higgins	Sign-Out	04:19:42	11	3	00:06:08	08:36:00	00:54
Dean Thompson	Sign-Out	00:04:32	0	0	00:00:00	00:00:00	00:00
Ed Thrusell	Sign-In	12:36:36	0	0	00:00:00	06:49:27	00:00
Harry Dadds	Wrap-Up	00:01:02	0	0	00:00:00	00:00:00	00:00
Paul Dewey	Available	03:42:12	13	4	00:31:03	08:32:41	03:54
Vas Koria	Sign-Out	04:20:33	9	1	00:35:02	08:23:08	04:22
Summary			45	10	01:53:11	61:01:21	01:41

24/7/365 Support and System Management

One very clear requirement for Bango at the outset was their need for excellent support and Zed One deliver on this with both the management of the system and the support to all of their staff both locally and internationally, no matter what time of the day.

“We chose Zed One’s solution because it was better in terms of cost of ownership, features and most importantly because they also provide 24/7/365 support as standard in the contract. I feel confident that as Bango continues to grow, the VOIP telephony solution we now use will be able to support us, no matter where we have a presence in the world”, said Gen.

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