High-Tech

Brother International Corporation

Quote
"The support team and experience TOPCALL had with SAP made the MIS group comfortable in implementing TOPCALL over other vendors," says Mike Mayes.

Brother International Corporation (BIC), with its corporate headquarters located in Bridgewater, New Jersey, was established in the US on April 21, 1954. BIC markets many industrial products, home appliances, and business products manufactured by its parent company, Brother Industries, Ltd., of Nagoya, Japan. These products include an award-winning line of multifunction centers and printers. Brother also provides the number one line of facsimile machines in the U.S. and is the leader in electronic labeling, with its full line of P-Touch electronic labeling systems. With revenues of over $1 billion in fiscal year 2000, Brother and its subsidiaries employ over 1,100 people in the Americas.

"TOPCALL's support team was there during the whole process and was flexible enough to make changes on the fly and adjust the system to our needs." (Mike Mayes)

The Challenge
Mike Mayes, Senior Manager for the applications group was interested in purchasing a single system that could easily integrate with SAP, work with Brother's database designs and integrate with the company's national service side. Like many companies that work with a wide variety of customers, Brother had separate systems for accounting and national service outbound faxing campaigns. The company was also using different types of software to run different applications such as e-mail, call centers, fax server, knowledge base, etc. The goal was to have the customer see the same data whether they went through the Web, phoned in or utilized the IVR system (fax-on-demand).

Part of that goal was to enable a solution that would provide customer self-service to particular information on the Brother product line. While the old system in place was nearing the end of its lifecycle and could not support the multiple database integration required by the new structure, it was important that any new system offer increased efficiencies. As one of the pioneers using SAP for CRM, Brother realized the value in converging enterprise communications and needed one system to communication enable all their business processes.

The Solution
"The support team and experience TOPCALL had with SAP made the MIS group comfortable in implementing TOPCALL over other vendors," says Mike Mayes. TOPCALL's support team was there during the whole process and was flexible enough to make changes on the fly and adjust the system to our needs."

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Mike states "Integrating to TOPCALL now offers a solution in SAP where we hit a button and it faxes the solution right to the customer."

Mike Mayes concludes "But the support team really helped us along the entire way. That's the reason we went with TOPCALL and the support staff is what really made the purchase worthwhile."

The Solution (cont.)
Using the TOPCALL server, Brother is able to efficiently list frequently asked questions (FAQ), product updates, and product brochures. Prior to implementing the TOPCALL solution, Brother had information stores in disparate sources. Information was located in SAP, on network hard drives in word documents, in image files and hosted on the Brother Web site. TOPCALL introduced, through a voice-enabled system, a single point of service for these communications. Now, customers could dial in and retrieve a document via the communication server, reducing the call time for customer service agents.

The company also participates in high volume fax broadcasting to customers that have asked to receive information from Brother. Before the SAP upgrade, the separate systems in different locations were repeatedly overloaded and unable to handle the volume. The campaign feature built in to SAP allows for outbound campaigning. Utilizing the campaigning feature through the TOPCALL server enabled Brother to use the same software to distribute the campaign, having it arrive as either a fax or e-mail, depending on the customer's preference.

"Before, each of our customer service agents had a fax machine sitting near their desktop," adds Mike. "Integrating to TOPCALL now offers a solution in SAP where we hit a button and it faxes the solution right to the customer."

Benefits and Results
Apart from the ease of integration with SAP, Mike appreciates the excellent support TOPCALL offers and the flexibility in expanding the feature set as new needs emerge. In addition:

- TOPCALL has an easy to maintain tree structure in the IVR system,
- offers a solution to reduce call time for agents,
- presents an easy method to view and create reports,
- eliminates the need to maintain a redundant database, and
- offers the hardware to support data sets for a variety of applications.

"TOPCALL is similar in functionality to other hardware vendors," concludes Mike. "But the support team really helped us along the entire way. That's the reason we went with TOPCALL and the support staff is what really made the purchase worthwhile."

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