



**nxo**

# Breizelec, a successful digital transformation improves customer service

Better communications and collaboration between teams ensure unparalleled customer service

**Case Study**  
BREIZELEC

MARKET: SERVICES  
DEAL IMPLEMENTED: APRIL 2019

COUNTRY: FRANCE  
NUMBER OF USERS: 120

Alcatel • Lucent   
Enterprise

Breizelec specializes in the repair of agricultural equipment and livestock systems (including milking stations for cattle).

In 2018/2019, when Breizelec decided to move its head office, the decision was also made to update its aging communications system. This decision was driven by the desire to improve communications and collaboration between the company's staff located around the world, and to foster customer satisfaction.

## Breizelec emphasizes team collaboration to ensure increased customer satisfaction and retention

Alcatel-Lucent Enterprise and partner NextiraOne (NXO) joined forces to enable Breizelec to pursue its mission: **Better serve customers at all times!**

Breizelec's philosophy is to fully satisfy customers and to respond quickly and efficiently to their needs. To achieve this goal, the company relies on the professionalism, expertise, and teamwork of its employees.

*"We pride ourselves on high-quality customer service and make sure we don't miss a call. To achieve this objective we must provide our employees with the best tools and applications so they can communicate and collaborate effectively in order to deliver an outstanding customer experience."*

PHILIPPE GASTOUD, CEO OF BREIZELEC

## A connected, reliable, high-performance communications system

The decision to update the communications system and the choice of the solution had to meet a specific set of requirements, among other issues, in order to manage:

1. Incoming calls with **professional customer service in a variety of languages**
2. **Improve teamwork** to simplify communications and collaboration with sales staff around the world
3. Offer a **unique network and communications infrastructure** for voice and data services to facilitate management and reduce costs

A demonstration of the communications and collaboration solution at the Alcatel-Lucent Enterprise Briefing Center, **proved that it was the most appropriate solution** to meet Breizelec's needs.

## BREIZELEC

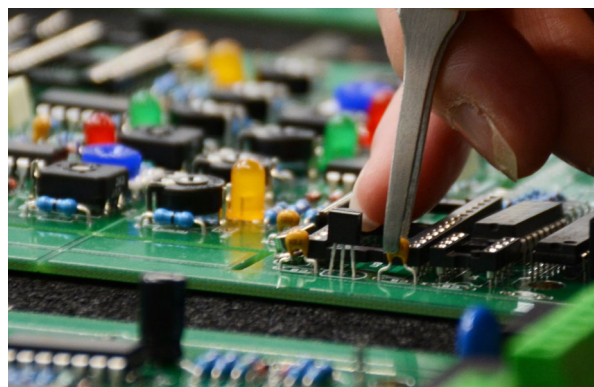
**A world leader in electronic repairs,** Breizelec has two production sites in Brittany (in Châteaulin and Plomodiern), representing more than 5,000 m<sup>2</sup> of workshop and storage area. It also has a site in Canada (in Dorval, Quebec), which addresses the North American market.

**As an environmentally responsible player,** Breizelec tackles the obsolescence of electronic equipment and offers an alternative to purchasing new parts by providing fast, reliable and competitively priced electronic card repair, and enclosures to European and North American garages and dealers.

Breizelec employs more than 120 employees including:

- **Sales representatives** and employees teleworking across Europe
- A **multilingual purchasing department** with calls routed to the appropriate team according to the caller ID
- A **design office** comprised of technicians and engineers responsible for meeting the specific needs of customers and creating innovative solutions

For more information visit the web site: <https://www.breizelec.fr/en/>



## Smart customer call routing

The Alcatel-Lucent OXO Connect Evolution Communication Server offers a **personalized customer greeting in the caller's language** using integrated Smart Call Routing. Calls are **routed according to the country code and the sales assistant** responds to customers in their own language.

## Enhanced call routing

For French-speaking calls, a **routing rule** guarantees a better distribution of calls to the numerous sales assistants.

## Connected from anywhere, anytime

The staff at the Dorval site in Canada, have **Premium DeskPhones connected to the OXO Connect Evolution server** in France. They all benefit from the same communications services as if they were at the same site. The transatlantic connection is automatically secured using the VPN, native to the phones.

Remote and mobile teams use Rainbow™ by Alcatel-Lucent Enterprise on their smartphones and computers.

**OXO Connect Evolution and the Rainbow cloud service are connected enabling all employees to call each other, wherever they are located.**

## Alphabetical listing

**DECT handsets** are widely used at Breizelec. The employees appreciate the ergonomics as it offers convenient communication throughout the day. Employees have access to the phone book using an **alphabetical listing** - a simple functionality - there's no need to memorize all employees short numbers; simply type the name of the person you wish to contact.

DECTs operate on **terminals placed at different locations in the company, enabling employees to communicate from anywhere on the premises.**

**Alcatel-Lucent OmniAccess® Stellar** kiosks provide optimal coverage for Wi-Fi broadband in all premises.

## Products

- Alcatel-Lucent OXO Connect Evolution (Including multilingual interactive voice greeting)
- Smart Call Routing
- Rainbow by Alcatel-Lucent Enterprise
- Alcatel-Lucent OmniAccess Stellar
- Alcatel-Lucent OmniAccess Stellar AP1101
- Alcatel-Lucent 8068s Premium Alcatel-Lucent 8028s Premium DeskPhone
- Alcatel-Lucent 8232 DECT Handset
- AP Ethernet switches:
  - Alcatel-Lucent OmniSwitch® 2220 WebSmart Switches P24-EU
  - Alcatel-Lucent OmniSwitch 6350 Gigabit Ethernet LAN Switch P24-EU



“ For audio and video calls, our teams use Rainbow. It is very convenient and economical as communications are over the Internet. Video calls provide another dimension to traditional voice calls; we can see our contacts as well as their reactions, it's as if we are working face-to-face. ”

PHILIPPE GASTOUD, CEO OF BREIZELEC

## Understanding the challenges faced by the client in order to design a customized solution

To meet Breizelec's needs, Alcatel-Lucent Enterprise called upon **NXO France, an expert long-time partner, certified to work on ALE solutions and services.**

NXO was the ideal partner, as they had installed the previous Alcatel-Lucent Enterprise solution.

## Optimal sound quality

**8028s Premium DeskPhone, 8068s Premium DeskPhone and DECT 8232 handsets** ensure contact clear and smooth interaction between employees, business partners, and customers, delivering optimal audio quality and providing **maximum benefit** to everyone.

The geographical proximity of ALE and NXO, with their regional offices in Brest and Breizelec's headquarters in Châteaulin (Brittany), also played an important role in the management of this project.

## A successful transformation fosters close ties with customers

The new all-IP system and network infrastructure, provide numerous benefits.

The solution integration, carried out by NXO experts, has allowed improved the initial design and offered a turnkey solution. In addition, the training provided to staff using Rainbow cloud services enabled everyone to gain maximum benefit from the system.

The combination of Alcatel-Lucent Enterprise digital communications and collaboration technologies, and NXO's expertise with these technologies enabled Breizelec to achieve its objectives.

"I like to invest in quality, in a system that has the capacity to evolve and support us over time. We are pleased with our decision to renew our trust in Alcatel-Lucent Enterprise and NXO," said Philippe Gastoud, CEO of Breizelec.

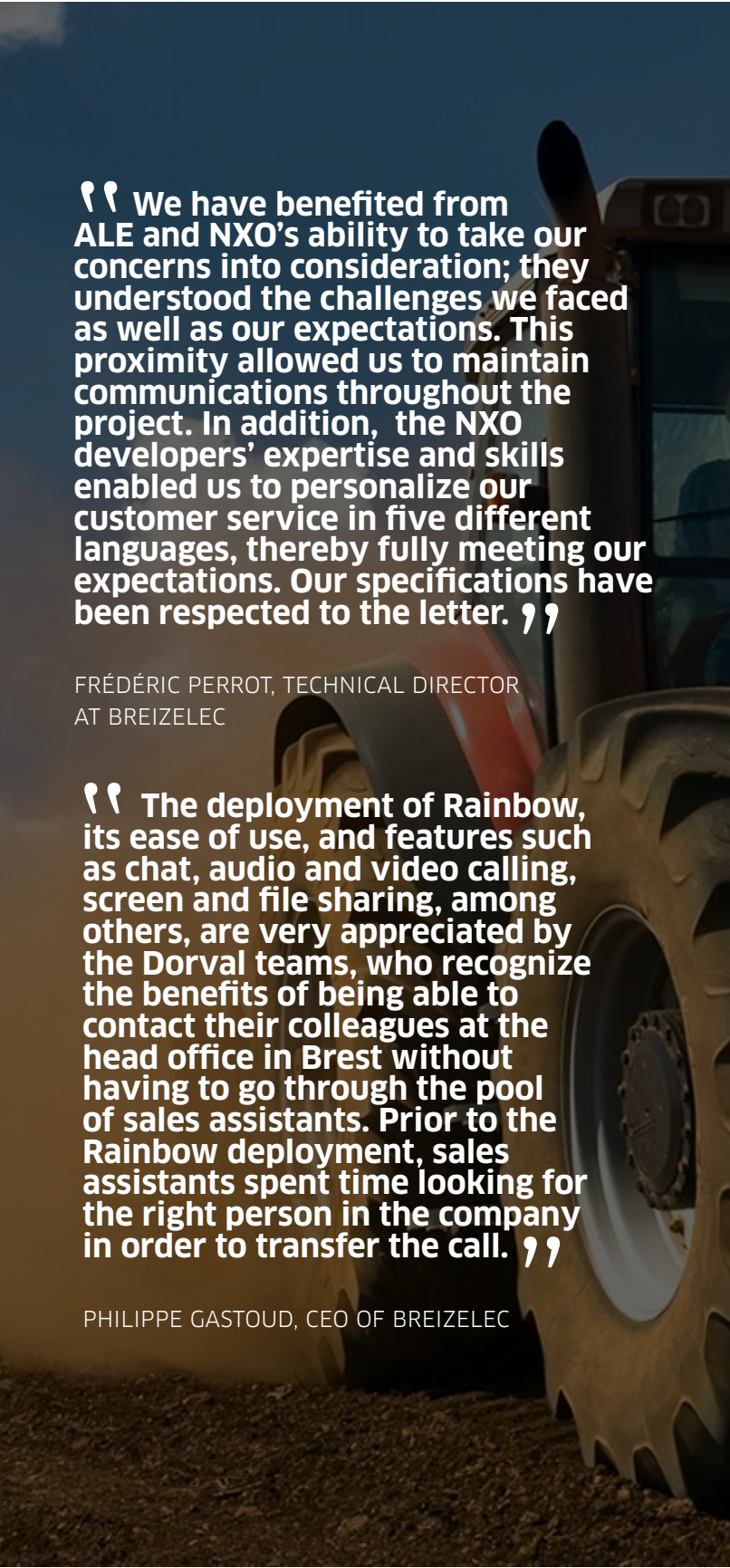
From the implementation of the Wi-Fi network, to the migration of the existing system, and the installation of the new solution, NXO had our full trust and support to deliver a high-quality turnkey service to Breizelec.

ERIC LE-FOLL, ALE TERRITORIES CHANNELS SALES MANAGER - EUSO.



The handsets and headsets provide a very pleasant and agreeable sound quality. Sales assistants who spend a lot of time on the phone make extensive use of the convenient "click-to-call" function: They use the company's ERP system to search for the customer file containing the telephone number, the person to be contacted, and with a simple mouse click, make the call.

FRÉDÉRIC PERROT, TECHNICAL DIRECTOR AT BREIZELEC



“ We have benefited from ALE and NXO’s ability to take our concerns into consideration; they understood the challenges we faced as well as our expectations. This proximity allowed us to maintain communications throughout the project. In addition, the NXO developers’ expertise and skills enabled us to personalize our customer service in five different languages, thereby fully meeting our expectations. Our specifications have been respected to the letter. ”

FRÉDÉRIC PERROT, TECHNICAL DIRECTOR  
AT BREIZELEC

“ The deployment of Rainbow, its ease of use, and features such as chat, audio and video calling, screen and file sharing, among others, are very appreciated by the Dorval teams, who recognize the benefits of being able to contact their colleagues at the head office in Brest without having to go through the pool of sales assistants. Prior to the Rainbow deployment, sales assistants spent time looking for the right person in the company in order to transfer the call. ”

PHILIPPE GASTOUD, CEO OF BREIZELEC

## CHALLENGES

- Aging communications system
- Multilingual customer reception
- Simplify communications and collaboration of a globally distributed team
- Single infrastructure for simplified management and reduced costs

## SOLUTIONS

- Communication and collaboration
- Mobility
- Intelligent routing

## BENEFITS

- Customization of customer reception in several languages
- Direct and easy contact between office and sales teams without the need to go through a pool of sales assistants
- Rich communications using Rainbow multimedia services
- Optimized infrastructure

“ We have almost tripled the amount of communication time we have with our customers. This statistic is proof of our improved quality of service. ”

PHILIPPE GASTOUD, CEO OF BREIZELEC