



VIPdesk Connect

Provider of U.S.-based customer service for luxury brands delivers omni-channel support through the Aspect Cloud



The Organization

VIPdesk Connect is a leader in outsourced customer service and a pioneer in providing high-touch customer care services to discriminating, brand-conscious companies including luxury retailers, consumer products, travel and financial services companies. Their primary focus is providing customers with exceptional customer service to create memorable experiences.

Motivation for Change

VIPdesk became its own corporate entity in 2014 with the goal to strengthen its position as the premier provider for luxury customer care. To accomplish this, the company chose to move their business operations to the cloud so they could better serve their clients and end customers. A cloud solution would better equip them to deliver custom solutions specific for each clients' needs.

The previous interaction management solution was not a true cloud offering and they needed a solution that could support VoIP for their remote agents. In addition, they felt their current solution was overly complex.



Desired Solution

The technology team at VIPdesk was looking for a complete cloud contact center solution so they could focus their attention on the clients and not on managing a data center. They needed a solution that could manage the telco, the back-end switch and had redundancy. Omni-

channel capabilities were also a top priority as VIPdesk wanted to be able to offer their clients support on any channel.

Why Aspect

VIPdesk had been using an on-premise solution for a number of years. They learned about Aspect® Zipwire™, Aspect's cloud contact center product, through an exhaustive RFP process. Zipwire included everything VIPdesk wanted including video, chat, and SMS omnichannel support. Such features would enable VIPdesk to offer more options to their clients and ultimately improve service to end customers. In addition, Aspect EQ™ Workforce Management Cloud™ fully integrates with Zipwire enabling them to more easily and accurately manage staffing needs.

“One of the things that drew us to Zipwire was that its straightforward, simple model most closely reflected our own strategy for our clients.”

- Jeff Kramp, Vice President of Technology at VIPdesk Connect

The Results

By utilizing a nationally dispersed workforce, VIPdesk recruits the best suited Brand Ambassadors (customer service professionals) for the specific needs of each client. Part of the challenge of recruiting top-talent is ensuring that there is a strong cutting-edge technical infrastructure in place. With Zipwire, Brand Ambassadors connect to the system through the browser. The technology is intuitive which has enabled the Brand Ambassadors to vastly improve their ability to services customers.

“Zipwire has been very stable, and the call quality is amazing. We had a complex structure before with VPNs and a back-end switch with installed software. Zipwire has been a breath of fresh air. Brand Ambassadors go to the browser, login and they're ready to go. With Zipwire, we get the full security benefits, redundant telco, workforce management capabilities and it's all in the cloud,”

- Kramp



Aspect® Zipwire™ provides the tools and resources to handle every interaction. VIPdesk can now track pertinent contact patterns, record calls for quality control, effectively capture the voice of the customer and provide new outlets to expand business for their clients.

The VIPdesk team loves the drag and drop ease of building out scenarios. Previously, the technology department managed skills and team delineation but with Zipwire the responsibilities were given to VIPdesk's operations department. This move freed up a lot of time within the technology department and empowered operations to make spur of the moment change if needed to meet demand. Zipwire also keeps a history of the all changes made and enables roll back if VIPdesk wants to roll back to an iteration before a change was made.

“I’ve had a lot more sleep because I don’t worry about Zipwire at night. It’s a really nice thing to not lose sleep over the switch and all the things that can go wrong with it. From a technologies standpoint, not having to manage a data center has been wonderful. Instead I can focus on our clients and team.”

- Kramp

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About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern customer engagement strategy: customer interaction management, workforce optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centers and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit www.aspect.com. Aspect® and other marks as indicated, are the trademarks or registered trademarks of Aspect Software, Inc. in the United States and other countries.

