



## HELPING A PIONEER EXPAND ITS HORIZONS

Pioneers keep a constant eye on the future, ready to jump at market needs and opportunities their colleagues routinely overlook. This company pioneered an entirely new industry when it identified the parallel needs of borrowers and lenders to connect and a medium uniquely designed to provide those connections: the Internet. Now one of the leading online lending companies, the company has facilitated millions of loan requests for homes, lines of credit, refinancing, automobiles and credit cards. Although firmly committed to its early vision, the company maintains a pioneering strategy that blends in-house growth with the acquisition of complimentary corporate assets.

The rapid acquisition of successful companies introduced a business challenge created by diverse communications systems. Employees at the various office locations all supported a single communications system. Notwithstanding that support, there was very little agreement about the type of system that would best serve them or the company.

### A Five-Year Plan

**Consultedge** partnered with the company to develop a 5-year strategy that ensured continuous service, system survivability, scalability and cost-efficiency. The strategy has created a systematic system that integrates company's digital, analog and IP formats into an enterprise-wide business communication asset.

### Key components of the 5-year plan include the following:

- Staged replacement of the legacy PBX with Avaya technology anchored by two S8700 Media servers and G650 gateways;
- Staged upgrade and linkage of individual office locations to the central call center;
- Integration of IP technology with existing digital and analog endpoints to create a true hybrid system that minimizes capital costs while assuring advanced capabilities and performance;

- Full maintenance support for entire communications system, including both legacy and newly installed components. Support includes dedicated, 24/7 maintenance and access to Consultedge's proprietary Help Desk service, which enables immediate access to maintenance services from any PC or telephone.

**Consultedge's** communications solution supports the client's strategic growth plan of new acquisitions and expanded service offerings to its customers. To achieve those goals, the company relies on its call center, which represents a first



line of contact for many customers. The client required a communications strategy that dovetailed with its growth plan and customer service commitment in a phased, cost-effective approach. Consultedge's 5-year plan upgraded the call center capabilities to enhance customer service, enable improved management of staffing and call management, and assure survivability of the communications system.

Equally important, **Consultedge's** design of a true hybrid system met two additional objectives. First, it optimized the company's technology investment by employing those legacy systems that remained effective. Second, it assured the cost-efficient integration of new facilities into the client's enterprise-wide communication system regardless of the new facility's use of analog, digital or IP technologies.