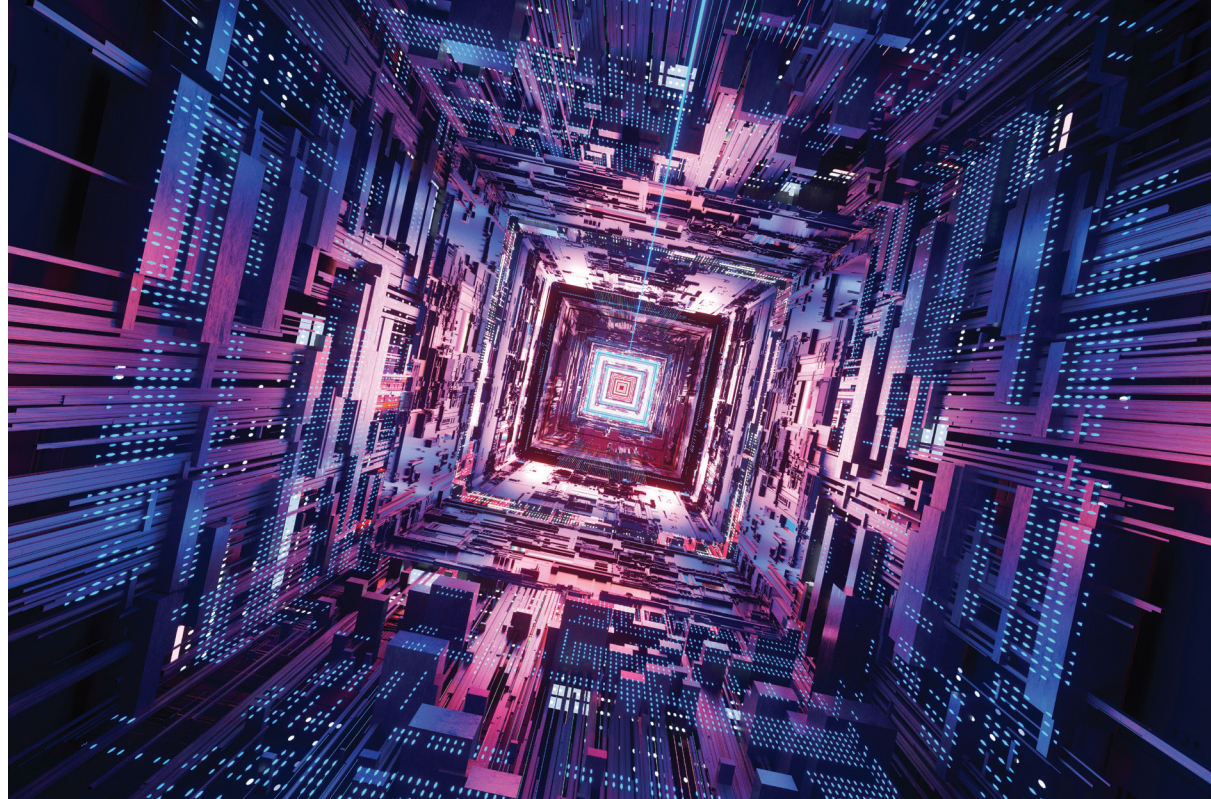




SIEMENS WIND POWER DRIVES SERVICE EXCELLENCE AND GROWTH WITH VONAGE

A global leader in the manufacture, installation, commissioning, and service of wind turbines, Siemens Wind Power has enjoyed 30 percent growth in recent years. And it sought NewVoiceMedia (now Vonage Contact Center for Salesforce) to help service this ever-increasing demand.

vonage.com



SIEMENS

Powerful Gusts of Efficiency

Positioned at the forefront of global developments, the U.K. and Ireland regions lead the offshore wind market. Siemens has a strong presence in the area and plans to continually expand. To keep pace with servicing this growth, Siemens chose Vonage Contact Center for its dedicated 24/7 call-handling needs. Martin Hansford, operational strategy manager at Siemens, said, "The calls we receive are absolutely critical—whoever it is for. It could be an offshore Siemens technician, a customer, one of the U.K.'s big six energy companies, or a hill farmer in Wales." Siemens was very pleased with how smoothly and rapidly the initial Vonage Contact Center for Salesforce implementation was deployed, and they have since enjoyed the powerful and scalable tools.

"ContactWorld for Service [now part of Vonage Contact Center for Salesforce] gives us the added benefit of having accurate real-time call statistics that enable us to properly understand what was going on."

- Martin Hansford
Operational Strategy
Manager | Siemens

Flexible, "Virtual" Teams

Thanks to Vonage Contact Center for Salesforce, the Siemens team can manage the calls wherever they sit across the U.K. In fact, Vonage has enabled Siemens to create "virtual" teams for ultimate flexibility.

Hansford said, "The NewVoiceMedia [now Vonage] solution allowed us to deliver and tailor this call-handling service to better meet the customer's needs, while improving first contact resolution." The call recording system, he said, is very valuable. "That takes away any ambiguity in what was said by customers and how our Monitoring Team performed in response."

Full Salesforce CRM Integration

Vonage's call-handling and case-management capability combines with Salesforce's service cloud to deliver an integrated end-to-end solution. "The visibility of customer calls going directly into cases in Salesforce is brilliant. And the tailoring of the customer experience based on data held within Salesforce is proving invaluable," said Hansford.

Truly Unified

By bringing the entire Siemens team together at their new Customer Support Centre—powered

by Vonage—the company can better increase productivity, enhance their reputation, drive down costs, and achieve optimum results and safety for its clients. It brings many other benefits, too:

- More coordinated planning and execution of customers' requirements
- Scalability to expand in line with market demands
- Increased customer satisfaction
- Potential for operational synergies across business units
- Opportunities to develop additional value-added services for the U.K. market
- An open culture that breaks down silos

Going Global

Hansford said Siemens is ready to further develop their global service by taking advantage of Vonage's global network of node locations. The company may potentially provision 24/7 requirements across the Americas, U.K. and Ireland, EMEA, and APAC regions. "It is clear that NewVoiceMedia [now Vonage] is enabling Siemens, the global leader in wind power, towards reaching our potential as a global leader in customer service. Scalability, meeting SLAs, reducing call length, and improving customer satisfaction are all major pluses for us," said Hansford.



Vonage is redefining business communications once again. We're making communications more flexible, intelligent, and personal, to help enterprises the world over, stay ahead. We provide unified communications, contact centers, and programmable communications APIs, built on the world's most flexible cloud communications platform. True to our roots as a technology disruptor, our flexible approach helps us to better serve the growing collaboration, communications, and customer experience needs of companies, across all communications channels.