

# CASE STUDY



## Cloud Based Solution for AG Growth International



Established in 1996: Ag Growth International (AGI) is an agricultural equipment manufacturer with multiple divisions for products, equipment, and technology. AGI offers a suite of solutions for growing crops, moving crops to market, and processing crops.

## THE CHALLENGE

Having recently implemented Salesforce, AGI was looking to build out a robust, consistent customer experience across the organization. Historically, the various AGI locations used discrete systems and processes to respond to customer inquiries. With the goal of improving their customer service capabilities, AGI launched an Amazon Connect pilot project to move their agents from six satellite locations onto one central call center.

AGI engaged Online, a certified Amazon Connect partner, to lead the implementation of Amazon Connect, and to help deploy a successful customer service program.



partner network



# THE SOLUTION

Online's team of contact center experts designed, configured and deployed the Amazon Connect instance for AGI. Amazon worked collaboratively with AGI and with Online to facilitate smooth onboarding.

The solution included documenting customer service requirements, designing and implementing the call flows, training AGI's staff (Agents, Supervisors and Administrators), and supporting the migration process.

The first phase of the implementation included Salesforce integration for case screen-pop, and was delivered in less than two weeks.

# THE RESULTS

- > Agents are now centralized and equipped by Amazon Connect Dashboard tools for real-time reporting.
- > Supervisors can now evaluate agent's performance by monitoring their metrics.
- > Integration to Salesforce increases productivity and employee satisfaction by providing a seamless experience for agents.
- > A centralized virtual call center allows agents to work from home during social distancing restrictions through Amazon Connect cloud-based solution which uses softphones integrated with Salesforce.

## Benefits in Action

A storm created widespread outages across the Midwest, causing one of AGI's contact centers to be down for several days. In the past, an outage of this scale would have meant that the contact center was unable to respond to calls, and customers would not receive the help they needed.

Because they were using a cloud-based solution like Amazon Connect, AGI was able to assist their customers in the Midwest while waiting for the outage to end. Having configured AGI's Amazon Connect solution with advanced routing rules, callers were redirected and calls escalated seamlessly to other agent groups for as long as was needed.

Affected AGI customers were still able to access the support they needed during the outage demonstrating how a properly built virtual contact center can provide uninterrupted service when unexpected events occur.

*"Experience matters. It would have taken our team significantly longer to implement the solution, and it would not have been as complete."* AG Growth

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