

Customer Success Story

Redwood Logistics



Company Profile

Headquartered in Chicago, Illinois, Redwood Logistics is one of the fastest growing logistics providers in North America, ranked as a top 250 privately-owned company in Chicago and as a 2014 top 25 broker by Transport Topics. Formerly Transportation Solutions Enterprises, the company underwent a rebranding effort in January of 2015. Redwood Logistics is now part of the Redwood Family of Companies which employs over 300 people, operates across multiple states and is slated to move and manage over \$500 million in freight in 2015.

For this project with OrecX, Redwood had about 80 employees: 50 agents (logistic professionals) in the call center and 30 professionals in back office, development and management.

Business Requirement

Redwood required a VoIP call recording solution that worked with both the Cisco IPCC and Cisco Call Manager platforms to assist in general operations management and enhance operational metrics. Call Recording was driven by four primary areas:

1. Risk mitigation;
2. Quality Management of the customer experience;
3. Training of the call center agent;
4. Operational and performance analytics.

Technical Environment

Redwood had an IT staff of about 10 individuals whose primary focus was the support and continued enhancement of its custom-developed asset tracking software application:

- Cisco CallManager 4.1.03 outbound dialing;
- Cisco IPCC inbound call;
- Cisco Unity for voicemail;
- CRM application developed in Microsoft.net

“The Oreka TR VoIP call recording application has enhanced our call center operation by giving us easy-to-use performance management tools that improve the customer/agent interaction and overall profitability of our operations.”

Todd Berger, VP Call Center

Oreka TR's open source core meant that Redwood could easily install the VoIP call recording software and thoroughly test it to make sure Oreka TR could meet Redwood's needs within the Cisco call center solutions technical environment.

"It was simple to download and implement Oreka TR's call recording application," said Eric Rempel, Chief Information Officer. "During the pilot, OrecaX was responsive to our requests for enhanced functionality and were able to develop these features before the pilot was completed."

Solution Design

The open source VoIP call recording application, Oreka TR, was deployed on a single Windows Server with a MySQL database to record the VoIP traffic on the Cisco Call Manager and Cisco IPCC systems.

The storage of the VoIP call recordings occur on the Windows Server in a wav file format. This flexible set-up allows the VoIP call recordings to be forwarded to an archival server to accommodate any corporate storage strategy as well as be appended to an email for distribution of the VoIP call recordings to customers, legal counsel, and other organizations which are outside of the VoIP call center.

A unified interface for Oreka's TR call monitoring, playback, and reporting capabilities was integrated into Redwood's existing CRM application. Lastly, Oreka TR provided a unified view of both the Cisco IPCC and the Cisco CallManager, breaking down the reporting barriers that exist between the two systems.

Business Benefits

Redwood saved nearly \$200,000 by deploying Oreka TR VoIP call recording software. The savings were achieved from three areas:

1. The subscription-based pricing model for the Oreka VoIP call recording software was 80% less than the cost of traditional call recording vendors
2. The Oreka TR VoIP call recording solution did not require Redwood to purchase, implement, train, and pay for annual support on the Cisco API to facilitate call recording. Estimated savings from this was over \$100,000 in the first year and approximately \$14,000 for each ensuing year.



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3. Annual maintenance for Oreka TR's VoIP call recording solution is included in the subscription-based pricing model, saving Redwood an estimated \$18,000 per each ensuing year over traditional call recording vendors.

Qualitative Benefits

- Enhanced risk mitigation
- Improved customer quality assurance
- Increased efficiency and agent training
- Leverage existing investment in CRM application
- Improved performance metrics