

Introduction

In recent years, the maturing of the cloud has opened the door to entire industries, some nonexistent a decade ago. Through it all, Druva has remained a mainstay in optimization of the cloud, and has worked with many large corporations to fully reap the benefits of cloud services. Based in Sunnyville, California, Druva is a cloud data management and protection service provider. They offer a first-of-its-kind solution giving business greater visibility of critical information while reducing the risk, cost, and complexity of managing and protecting data. Druva has also been featured by Gartner as leaders in multiple research reports, including the Magic Quadrant.

Druva's contact center is located in India which brought many of the challenges with international locations, including poor call quality, and an inability to integrate their contact center platform with Salesforce. They found that their efforts to create a unique customer experience were directly blocked by the limits of their technologies.

Problem

Before Sharpen, **poor call quality** made it hard for agents to understand, assist and inspire confidence in customers. Agents were often **forced to ask customers to repeat themselves**, making the job of successfully completing each interaction much more time consuming and tedious. This lack of quality also made it **difficult for agents to give customers a feeling of confidence**.

On top of existing quality issues, Druva faced an even worse problem... **they were being marched toward a cliff**. The platform they were using had been slated for end-of-life, and their vendor's option for the future **took them out of the frying pan, and into the fire**. Suddenly, Druva's contact center operations were thrown into doubt, and they needed a strong solution they could move to quickly.

In the pending change, Druva needed to find a solution that could maintain their tight integration with Salesforce.com. Though they had created a strong connection with Salesforce, **agents were still working in multiple windows**, often forced to sign out of one platform before being able to work in another. Druva needed a solution that was able to both continue their advanced usage and combine the functionality of both systems in order to dynamically analyze interactions, route them appropriately, and **streamline the job of the agent**.

Using their previous contact center platform provider, Druva was often **frustrated by the lack of transparency** offered to them when their platform experienced issues or needed an update. Druva wanted to know why issues were occurring, and how they could prevent these issues from happening again. Unfortunately, **Druva never received the level of clarity** they needed to operate smoothly, and found themselves in the dark.

Solution

Sharpen was able to give Druva the assurance and clarity they needed, deep access to useful customer data, and the call quality to get over international hurdles.

Immediately, Druva **discovered the depth of visibility** into Sharpen's platform data. They could use either pre-formatted reports for simplicity, create their own custom reports from the long list of data fields, or use derived fields to merge data points and **create their own KPIs**. Beyond deep data, they were spared operational headaches around updates and maintenance due to **Sharpen's real-time updates in the cloud**.

With Sharpen, Druva has **high-definition call quality** on a platform that delivers audio with a Mean Opinion Score (MOS) of 4.4 consistently, without requiring MPLS circuits. Sharpen gives Druva's agents clarity to **communicate with customers anywhere in the world**. This makes it easier to understand and solve customer issues, reinforcing their reliability as a service provider.

Druva has taken advantage of Sharpen's **deep integration with Salesforce.com**, using customer data to dynamically route interactions to the best agent. The same relevant Salesforce.com data is presented to agents during the conversation in order to **provide a full view of the customer and issue history**. This lets agents work in one interface, with all data synced in real-time, **making them more efficient and accurate**.

Druva has also become a more agile company. Thanks to Sharpen's ability to spin up features in a short period of time, **Druva can now quickly expand their operations**. They have a better understanding of why problems occur in their contact center, and how they can prevent them from happening, which has resulted in **fewer overall issues**.

Results

"Before Sharpen, our call quality was terrible," said John Stern, Director of IT. "Sharpen was able to provide us with **great international call quality** that has made the job for our agents so much easier."

"We are so **grateful for the level of transparency** that the Sharpen Care team offers us," said Stern. "We now know why things began to have issues and we can be preemptive on our end to ensure these issues don't happen as frequently."

Druva has seen significant improvement in their contact center performance since the implementation of the Sharpen platform, and avoided the pain of having their communications pulled out from under them. In fact, since the use of Sharpen, **Druva has won multiple Stevie Awards for Best Use of Technology in Customer Service in 2017 and 2018**.

You're good. Let's get better.

Sharpen is a cloud-native contact center platform that enables customer experience teams to establish a better relationship with their customers. This global platform eliminates costly on-premise hardware, increases agent efficiency, and makes customers happier through frictionless interactions. Sharpen is committed to building a global community of companies who believe that a happy customer is a loyal brand advocate waiting to happen. For more information about Sharpen's products and services visit sharpen.cx or contact us at **855.249.3357**.

