



MILWAUKEE ELECTRIC TOOL CORP.

FEBRUARY 2012

AltiGen Communications Customer Case Study

CUSTOMER PROFILE

Milwaukee Electric Tool Corp. is an industry-leading manufacturer and marketer of more than 500 heavy-duty, power tools, hand tools and 3,500 accessories for professional users worldwide. The company has a history of using state-of-the-art technologies and sophisticated manufacturing techniques to deliver durable and reliable professional tools of the highest quality. The company is a subsidiary of Techtronic Industries Co. Ltd, whose global brands include such products as Ryobi®, AEG® power tools, Homelite®, Royal®, Dirt Devil®, Regina® and VAX® floor care appliances.

CHALLENGE

In 2010 the company began a project to replace its IT and communications infrastructure to ensure efficiency and the best customer service. “I was brought into Milwaukee Tool to manage the transition from legacy technology to a Microsoft based foundation,” said Craig Mueller, Senior Manager of Infrastructure. “The goal was to shift the IT department from being a cost center to a provider of data and tools that would enable and empower our employees.”

Implement a Contact Center that would complement the company's Microsoft technology investment.

Mueller's team first transitioned the company from Lotus Notes to Microsoft Exchange. The aging Siemens PBX infrastructure was then replaced with Microsoft Lync to provide PBX, IM, conferencing and collaboration capabilities across the enterprise. In 2011 the company set out to implement a new contact center that would complement the company's Microsoft technology investment.

SOLUTION

Milwaukee Electric Tool has unified all service operations using AltiGen's MaxACD contact center for Lync. MaxACD takes advantage of AltiGen's 15 years of contact center technology innovation to deliver a complete, integrated software-based contact center solution.

Certified ISV Contact Center for Lync Server 2010

The core of the MaxACD suite is a powerful, software-based Automatic Call Distribution (ACD) engine. This software-based ACD engine processes all calls and ensures they are routed to the correct agent or work group, monitors the status of calls, agents, the queue, and logs all call information for both real time and historical reporting.

Charter ISV member of Microsoft's Technology Adoption Program for Lync Server 2010

The MaxACD suite offers comprehensive sets of call routing and queuing rules, to meet even the most demanding call center requirements. It also offers both simple and advanced call routing and queuing options, collects real time agent, workgroup, queue and call statistics, and has an intuitive, integrated management interface.

Certified via Microsoft's Open Interoperability Program for OCS 2007 R2



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SOLUTION (CONTINUED)

MaxACD includes interactive voice response (IVR), real time and historical reporting, and support for remote agents. The MaxACD Lync clients provide a unified desktop application for both agents and supervisors. Fully supporting virtualization under VMware and HyperV, MaxACD also includes a robust SDK with powerful APIs to integrate information from your back office applications to build sophisticated routing rules, screen pops, CRM and ERP integration.

Milwaukee Electric Tool uses the contact center's skills based routing, and callers are identified and connected to the agent best qualified to provide support across their nationwide service centers. With priority queuing, major customers receive the best possible support. The contact center managers also routinely use applications such as MaxSupervisor and MaxInsight to monitor interaction with a customer in real time, and make staffing adjustments as necessary.

LONG TERM BENEFITS

The flexible architecture and streamlined management tools in Lync Server, coupled with the intuitive management interface in MaxACD, will help simplify administration for Milwaukee Electric Tool. Built on the existing investment in Microsoft, the MaxACD Contact Center adds critical functionality and maintains the ability to scale as the company grows.

USER FEEDBACK

"We evaluated all of the available contact center options for Microsoft Lync," said Craig Mueller, Senior Manager of Infrastructure. "AltiGen's MaxACD software stood out as being intuitive, manageable and very cost effective. We liked that applications such as ACD reporting and call recording management were already built in. Our supervisors and agents are enjoying all of the new capabilities in the contact center," said Mueller. "With our new, stronger foundation, we will be in a position to ensure the best possible support for our growing base of customers."

MORE INFORMATION

For more information about AltiGen products and services, call the AltiGen Sales Team at +1 (408) 597-9000 or visit us on the web at www.altigen.com.

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400 or visit them on the web at www.microsoft.com.

For more information about Milwaukee Electric Tool, call their Customer Service Department at (800) SAWDUST or visit them on the web at www.milwaukeetool.com.