

## ShoreGroup Helps Network Security Firm Get Customer Service Solution

### Case Study



### Customer Profile

- Founded in 1991, SonicWall is a global network security leader serving a wide range of clients around the world, including SMBs, enterprises, and government agencies.
- Services cover the security gamut, including network, cloud, wireless and mobile security, endpoint protection, email, virtual private networks, and more.
- More than 500,000 customers worldwide.
- Employs more than 1,000 people.
- Operates more than a half-dozen offices around the world.

### Situation

Customer service is an essential facet of any company's business. At SonicWall, it's mission-critical. That's because the 28-year-old company is a leader in network security. So, when a customer calls with a technical problem, SonicWall must respond quickly and nimbly. Not doing so puts networks and data at risk.

The security of its clients brings extra gravity to transitions like those SonicWall underwent in May 2018. At that time, the company was returning to its former status as a private company—just as it was when brothers Sreekanth and Sudhakar Ravi founded the enterprise in 1991.

### Business Problem

After SonicWall again went private, its top officials knew the company's contact center platform would be integral to growth and to providing top-notch service to its customers. Among the requirements for the platform was the tightly meshed integration with Salesforce, SonicWall's critical customer relationship management (CRM) tool. The ability to run reports to track customer service performance was another punch list item for long-term success.

SonicWall needed to move fast. Malware attacks worldwide were on the rise, and SonicWall was a front-line defender for companies around the globe. If these demands weren't enough, SonicWall operates at a frenetic pace. Over one 10-month stretch, SonicWall delivered 24 new products representing 160 million lines of code. As company CEO Bill Conner explained to the Dallas Business

Journal in 2018: "There's no one in the industry innovating at that speed and pace."

Immediate answers were needed, and the momentum behind the actions to follow was driven by Keith Trottier, whose title says it all: Vice President of Customer Service. A hands-on senior executive who personally digs into reports rather than relying on staffers to deliver them to him, Trottier along with his colleagues at SonicWall pushed for a customer service solution that would effectively integrate with Salesforce and also provide the kind of rich reportage he needed to ensure his company is delivering for customers.

## Solution

That led SonicWall to ShoreGroup Solutions, which guided the network security leader in identifying the ultimate solution. ShoreGroup spent months working with SonicWall teams to diagnose the situation and chart the course to real answers.

"ShoreGroup came recommended," Trottier said, "but we ultimately chose to move forward on this project because of the depth of experience they had with contact center implementations."

ShoreGroup worked diligently to implement the contact center solution for SonicWall. They guided the transition, ensuring that when a solution came up short of the mark, the necessary work was done to get a fix in place. Before long, the disappointment over struggles with previous platforms had faded. SonicWall was making the kind of strides in customer service that matched and exceeded the expectations of their loyal customer base.

## Business Results

Within six months of transitioning to their new contact center platform, SonicWall was fine-tuning adjustments based on the data the company was now able to gather. The available results were right on the mark.

Concerns over interoperability in the Asia-Pacific region due to language differences were resolved. Ensuring no

loss of quality in calls within the area was also among the matters of critical importance to SonicWall. That objective is being realized, based partly on the location of their provider's data centers, as well as the overall design of the solution by ShoreGroup.

Similarly, integration with Salesforce has been seamless. The historical reporting from the platform is robust. The exact type of reporting that Trottier the proverbial data miner, requires to reach the 50,000-foot view of performance that he seeks. Those analytics help Trottier make judgment calls covering a wide range of decisions, from how resources are deployed to scheduling to technological needs.

"From the leadership side," Trottier said, "I'm certainly getting the data reporting to help make the judgment calls I need to make. The reporting is much more robust than we could expect from an enterprise solution." Unlike other companies in the marketplace, the technical support component of customer service—as opposed to account management—is essential to SonicWall's success. The solution ShoreGroup engineered is helping SonicWall outpace its competition.

Live reporting, which is coveted by line managers, is still a work in progress but is the next milestone in the implementation. Again, ShoreGroup engineers are actively engaged to advance that piece of the platform. Trottier, a customer whose demands must be exacting to meet those of his own customers, is ready to work with ShoreGroup again.

"I look forward to a continued partnership with ShoreGroup," he said recently. "They built a solution that is designed to meet our needs."

ShoreGroup stands ready to do the same.

