



CASE STUDY

WAJAX

CENTRALIZES NATIONAL SUPPORT STAFF UNDER ONE VIRTUAL CENTER

The Challenge: Build A Contact Center From the Ground Up to Provide Nationwide Service.

The objective was clear: transition from a decentralized support model—made up of hundreds of independently operating technicians across the country—to a centralized, virtual support center. The new model aimed to leverage remote subject matter experts to deliver faster, more consistent, and more comprehensive customer support.

At the time, remote technicians relied on legacy PBX systems, with calls routed directly to local branch offices. This approach lacked essential capabilities such as call tracking, multi-channel engagement, and visibility into support effectiveness. To meet growing customer expectations, the client needed to unify their network services for Quality of Service (QoS), establish modern support processes, and identify a vendor partner who could help realize their vision of delivering "the best support possible in the industry."



The Solution: Create a Process That Works With A Vendor That Is Willing to Work With the Client

With guidance from CX Consulting Partners, the client thoroughly documented their existing processes and technology landscape, identified operational inefficiencies, and clarified what would motivate and empower their support teams. This groundwork enabled the creation of a highly customized RFP, featuring hundreds of focused questions designed to reveal vendor limitations and eliminate options that didn't align with the client's specific needs.

Through this rigorous evaluation, the vendor pool was narrowed from seven contenders to two finalists. Rather than forcing the client to conform to a vendor's platform, the selection process emphasized adaptability—prioritizing providers that could tailor their offerings to the client's goals.

Ultimately, the client selected a CCaaS provider offering a flexible service model, scalable contract terms, and capabilities including chat, SMS, and mobile engagement. These features were implemented gradually and integrated directly with the client's new CRM platform.

The Results: Modern Efficiency to Capture the Market's Attention

The technology solution delivered with CX Consulting Partners provided immediate and long-term value. The client gained a modern, scalable platform—free from restrictive contracts—that enabled confident growth and future innovation.

The new system integrated seamlessly into evolving support operations and supported a phased rollout of advanced capabilities. This measured approach helped avoid common implementation pitfalls and ensured that technological enhancements were aligned with actual business needs. As a result, the client not only transformed their support model but also reinforced their reputation for delivering industry-leading service.



About Us: CX CONSULTING PARTNERS

Welcome to a New Form of CX Partnership

Our client-first and vendor-neutral approach is evolving the way companies procure technology services. Partnering with us allows your team to focus on the business, while we deal with the noise and distractions of the vendors' sales pitches. This allows you to only engage with vendors that can impact your business goals & save you months of aggravation.

We do not represent a vendor; we partner with you.

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