



Veeting Rooms Is Well Designed to Capture Market Share in Latin America

Overview

Xmartek is a Florida based company with over a decade of experience in the enterprise telecommunications industry. The company offers telecom design and support, consulting, networking, IP Convergence, and more. They serve Tier 1 vendors and thousands of resellers throughout Latin America, the Caribbean, and the Southeast U.S. As a major player in the ever-evolving communications space, Xmartek seeks to be at the leading edge of business technology for emerging markets.

Challenge

Xmartek serves a diverse market, providing critical support to ensure that vendors and resellers can deliver reliable communications services for business clients. Exceptional helpdesk support is essential for Xmartek to maintain a highly satisfied client base.

The company found that traditional phone and chat support did not foster a sufficient level of connection and effective communica-

tion with customers. A more comprehensive solution was needed, but available video-conferencing tools like Google Hangouts and Skype were not adequate for an enterprise class solution.

Key Benefits

- Deeper connection with customers via audiovisual interaction
- Actionable exchanges with higher accountability and follow through
- Better support for presale and post-sale customer relationships
- Extensive capabilities to serve a broad range of business uses
- Ability to white label the platform building trust and credibility for any brand
- Flexible for deployment across a diverse geographic, regulatory, and compliance landscape

A competitive, best of breed WebRTC application was also a missing element in the XmartekK portfolio of products and services. Being able to offer a next generation video conferencing platform that could be white labeled and rolled out to customers and resellers would add even more value to the XmartekK line.

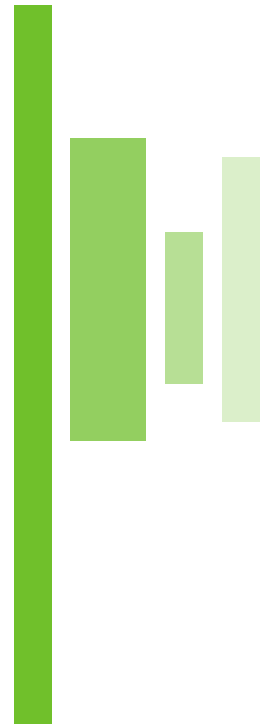
Solution

With no software to install and with a rich feature set that encourages collaboration and communication, Veeting Rooms proved to be an ideal match for the company's helpdesk needs and for the broader reseller market. The web-based video meeting platform offered XmartekK the ability to effectively serve a geographically varied and remote client base while providing an option that could be easily rebranded for any organization.

XmartekK initially implemented Veeting Rooms as a communication tool to deliver better service to its own customers. The results were dramatic, enabling the helpdesk staff to achieve 20% more productivity with the same number of personnel. Shorter call times, more effective responses, and greater customer satisfaction resulted from the use of video communication technology.

Presale support also improved, as engineers working remotely were better able to define and express complex design requirements using the collaborative features available in Veeting Rooms. Clients who had the opportunity to interface with XmartekK staff using the new platform noticed the improved experience and began asking if they could resell the WebRTC solution to their own customers. Since implementation is simple and well-supported, Veeting technology was an easy addition to the XmartekK portfolio.

"A video relationship creates a strong commitment. When you can see someone face to face, you feel like you owe them an answer. We've definitely seen the response time of support staff improve using Veeting." — Juan Pablo Pazos, CEO of XmartekK



Veeting is a registered trademark of Veeting AG

Veeting AG
Aegertenstrasse 32
8003 Zürich

info@veeting.com