



LiquidVoice
Smart business analytics

NOW

Love
now

CASE STUDY:

HOW WE HELP NOW NZ
TO OFFER DIFFERENTIATED
CLOUD CALL RECORDING

NOW NZ

Founded in 2002 as a small rural wireless internet provider servicing a few happy Hawke's Bay locals, NOW NZ has grown to become an award-winning ISP and Communications provider servicing the whole of New Zealand. Operating in both the domestic and business markets, what makes NOW NZ different is their focus on customer service and making their customers happy. This was recognised in 2020 when they won Canstar's 'NZ's Most Satisfied Customers' Award.

Cloud Recording

As NOW NZ expanded their solution portfolio to offer cloud telephony to their business customers, they were looking to complement this with a recording, quality management and analytics solutions that would ensure they could meet the needs of the market.

“Many of the customers we were looking to provide cloud telephony for had a requirement to record calls either for regulator compliance or for best practice. Without recording as a capability of our solution, we would simply not be in the game.”

David Price, NOW NZ.

NOW NZ were looking for a solution that could seamlessly integrate with the Mitel platform that was at the heart of their cloud telephony offering. They required a feature-rich solution that would meet the broad range of requirements they were seeing from their customers, but also a solution that could operate as a multi-tenanted solution within their cloud.

Most importantly, they were looking for a partner that shared their ethos on customer service; a partner that would be flexible in meeting customer needs and provide the highest level of responsive service that NOW NZ believe their customers deserve.

Why Liquid Voice

NOW NZ was looking for a best-in-class recording solution that would offer far more than the basic capabilities inherent in the telephony platform. With Liquid Voice they not only gained a robust and feature-rich recording solution, but a comprehensive suite of applications covering call tagging, screen recording, call transcription, quality management and analytics.

The fact that Liquid Voice was able to be deployed as a multi-tenanted solution in the NOW NZ cloud and seamlessly integrate with the Mitel platform was a major differentiator as it allowed them to provide a highly scalable and flexible solution to their customers.

“The most important reason for selecting Liquid Voice was their team. We knew they shared our ethos of customer service and from day one they have provided the responsiveness and flexibility that we look for in a partner. They came highly recommended from both their customers and the Mitel team and have certainly lived up to our expectations.”

David Price, NOW NZ.



How the Partnership Works

NOW NZ has placed the Liquid Voice solution in the heart of their cloud telephony platform that they offer to small to mid-sized businesses across New Zealand. It has enabled them to provide a comprehensive and differentiated solution to their market that combines the capabilities of the Mitel Communications platform with a specialist and comprehensive recording solution that can be billed on a monthly consumption basis.

Hosted Call Recording – With Liquid Voice, NOW NZ has a platform they can host as a multi-tenanted solution in their cloud and offer their customers as a single seamless service for both telephony and recording. Liquid Voice provides NOW NZ with a feature-rich solution that can scale in line with customer requirements and billed on a monthly usage basis.

“With Liquid Voice we feel we have a vendor that is on our side. When we are faced with complex requirements from a customer, rather than finding a closed door, we find flexibility and a ‘can-do’ attitude. This has been instrumental in helping us win business and deliver on our promises to customers.”

David Price, NOW NZ.

Growing Business Together – The partnership with Liquid Voice is far more than just a platform. Both organisations are working together to identify and cultivate opportunities in the market to drive success. The local Liquid Voice team is always on hand to assist with customer presentations and help respond to detailed customer requirements and represent the solution in the best possible way.

Responsive & Flexible – What has proved invaluable to NOW NZ is the ability to work closely with Liquid Voice to meet customer requirements. As a partner-focused organisation, Liquid Voice provides NOW NZ with an intuitive portal to provision new customers and support the team in understanding and meeting specific customer requirements.

Key Value Delivered:

- NOW NZ has created a highly competitive cloud telephony proposition that combines the best of the best with Mitel and Liquid Voice.
- By extending their cloud telephony solution to cover the needs of those who require robust and comprehensive call recording, NOW NZ have not only extended the number of opportunities they can engage with, but also how many of these they can win.
- With Liquid Voice, NOW NZ has a flexible solution they can deploy in the way the customer wants to consume the service, either as a multi-tenanted cloud offering, a private cloud instance for a specific customer, or even as a hybrid cloud/on-premises solution.
- With the same ethos on customer service, NOW NZ has gained a partner in Liquid Voice that they know will maintain the highest level of support for their customers and make them happy.

A World of Opportunities

Having Liquid Voice as a core part of their cloud telephony and cloud contact centre offering, NOW NZ are able to meet even the most complex of requirements from their customers. They have the peace of mind that they are working with a leading solution provider that are continually innovating their solution to meet evolving trends and operational needs in the world of compliance and customer experience.

What is key to the partnership and exciting is the ability of Liquid Voice to support NOW NZ in responding to the needs of their customers outside of the core requirements of cloud recording. As more organisations embrace Microsoft Teams as a collaboration platform, Liquid Voice's capabilities to capture these interactions is of great value. Likewise, as organisations migrate from legacy premises-based telephony and recording, the ability for Liquid Voice to consolidate historic recordings from these legacy platforms into a single, secure repository is a significant differentiator.

“Adopting Liquid Voice has enabled us to meet the current needs of our customers and provide them with a comprehensive cloud recording solution. The way organisations interact with their customers is changing at a rapid pace and with Liquid Voice, we feel we have a partner and a solution that opens up opportunities rather than restricts our route forward.”

David Price, NOW NZ.

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