

Case Study

Clear Harbor integrates AVer Video Conferencing to Streamline Communication for Clients and Multi-National Offices

Background

Recognized by Inc. Magazine as one of America's Fastest Growing Companies 3 years running, Clear Harbor provides Near-Shore Customer Care and BPO Services to customers around the world. Their focus on customer service and client relationships has enabled them to consistently grow and expand their services, streamlining their client's business operations and customer relationship requirements.

The Challenge

Headquartered in Alpharetta, GA, Clear Harbor's fast growth has spawned multiple offices in the US and Caribbean, enabling them to best service customers on a global scale. However, managing multi-national offices can create logistical challenges regarding effective communication between branches and employees. Face to face communication between employees and management became increasingly important as the company grew, however the high cost of travel and scheduling logistics quickly became an issue.

In order to streamline face to face communications, room based video conferencing was implemented. However additional challenges came with the new systems. "We considered traditional room-based video conferencing brands," Said Kevin Netherton, IS Manager, Clear Harbor, LLC. "Those systems were very robust, but also required a lot of technical expertise to set up and maintain. They were also extremely expensive and didn't fit well within our specific business requirements."

The Solution

With their communication needs still not met, Clear Harbor was provided an opportunity to test and evaluate an AVer HVC310 Video Conferencing solution. "The AVer system is so user friendly right out of the box," said Mr. Netherton. "The installation is not much more difficult than hooking up a computer, and after experiencing the other brands, the AVer system is by far the easiest to install." Following the evaluation, Clear Harbor chose to purchase the system based not only on the ease of use, but on performance, price and customer service. "The AVer solution provided 90% of the features as the other brands we previously used, but at about 10% of the overall cost," said Mr. Netherton. "The Sales and Tech Support teams at AVer went out of their way to make sure our experience was top notch, and all factors considered, the AVer solution was a no-brainer."

The Applications

- 1. Administrative Meetings:** Clear Harbor's CEO is located approximately 4 hours from their Alpharetta headquarters. The AVer Video Conferencing solution allows him to be present and connect with his management team at any time, without the long drive and scheduling an entire day for meetings.
- 2. Branch Office Communication:** Travel costs have been significantly reduced by conducting face to face meetings over the AVer system with their offices in the Caribbean. Within 2 months, the systems had paid for themselves by reduction in travel alone.

- 3. Agent Training:** Previously, agent training was conducted via voice conference call between the corporate trainer in Atlanta and agents in the Caribbean. Now, training is conducted "face to face" via the AVer solutions enabling the instructor to better interact, engage students, maintain their attention and effectively gauge information comprehension.

Next Steps

As Clear Harbor continues to grow, they will continue to expand their AVer solutions to accommodate their vast communication needs. Clear Harbor is also working with their key customers, encouraging them to implement AVer solutions to not only strengthen their relationships, but to help them streamline their own communication needs and operations.

Final Thoughts

As a fast growing company, Clear Harbor's ability to streamline operations and maximize efficiency has uncovered operational and logistical challenges, primarily regarding communication with staff and clients alike. Implementing and utilizing video conferencing to solve these challenges quickly became a viable option, however finding solutions that address their specific needs and requirements have been equally challenging. The introduction of AVer Video Conferencing solutions quickly made the benefits of video conferencing a reality from IT and maintenance, to general ease of use, and overall ROI. AVer solutions have enabled Clear Harbor to effectively reduce travel cost, strengthen client and customer relationships, increase office and management communications, as well as increase training effectiveness and opportunity.

