



DATAMARK on Cloud Nine After Shift to Scalable, Flexible Platform

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As a leading Business Process Outsourcer, Datamark’s carefully nurtured culture and core values are what attracts global organizations to entrust the company with their business. Datamark prides itself on being able to respond to customer needs immediately, so the capability to quickly scale technology solutions that enable service is crucial. Datamark has partnered with Avaya to implement a fully flexible cloud contact center that allows their culture to permeate every interaction.

There aren’t many business process services companies out there like DATAMARK. On paper, the leading supplier of end-to-end back-office services boasts an impressive history of empowering Fortune 500 companies with competitive strategies and solutions for streamlining workflows, controlling risks and reducing costs. Founded in 1989, the company now supports global locations across the U.S., Mexico and India to proudly serve brands within key verticals like government, healthcare and financial services. Yet it’s the company’s incomparable culture that gives it the service experience edge customers can’t get enough of.

The company pairs its unmatched service quality with a carefully-cultivated culture that reflects its core values of treating others with respect, working as a team, acting with integrity, and teachability. This unique focus on processes and people is at the heart of the company’s motto: “Committed to serve, determine to solve, driven to improve.”



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— **Jacob Bailon**, Client Solutions Manager

DATAMARK’s vision and values are infused across each of its locations globally, serving as a moral compass for innovation partnerships. DATAMARK regards clients as partners. Client Solutions Manager, Jacob Bailon, explains: “Our innovation philosophy really focuses on relentless dedication to improving the customer experience. We put a strong focus on our people and processes, leveraging them to create some really awesome solutions for our partners.”

We were excited to support such an incredible organization. Here’s how we took them to the next level...

Tipping the Scale

As a trusted provider of cutting-edge contact center solutions, DATAMARK needed the advantage of seamless scalability to ensure its partners could support peak levels with uncompromised service.

“It was extremely important for us to be able to scale up and down,” Bailon said. “That’s one of if not the most important thing our customers are always talking to us about. Partners are always expressing the fact that when peak volume starts to hit, they need to be up and running with a certain number of agents and it needs to be a quality experience.”

The company’s existing solution created some roadblocks for achieving this. When peak would start to decline, the services provider found itself having to make critical adjustments on the fly, scattering employees to handle fluctuations accordingly. “We needed to provide our partners with flexible solutions that delivered value, and as a current customer we wanted to be able to rely on Avaya to do that,” Bailon explained. “That would give us one less thing to worry about.”

Avaya wanted to take the company above and beyond, and we knew our Cloud Contact Center solution would do the trick. Avaya’s ultimate goal was to provide value to DATAMARK, its partners and their end customers. For us, that meant delivering a technology foundation that users would actually want; something that met real needs and solved real customer issues.

As a full-featured, cloud-based Contact Center-as-a-Service (CCaaS) solution, our Cloud Contact Center was capable of supporting DATAMARK with integrated and open CCaaS architecture, security, and in-depth analytics across the end-to-end customer journey—all delivered as a simple and flexible cloud experience. Of course, included in this is unlimited scalability for intelligently managing ebbs and spikes so that DATAMARK’s partners could deliver service in the ways their customers expected.



The fact that DATAMARK was an existing customer made virtually no difference in terms of migration and usability. The company would have been able to just as quickly make the move to start using the power and versatility of a true cloud solution had it not been a current customer.

The “Why” Behind Avaya

“Our experience with Avaya has been phenomenal, honestly. Avaya is really one of those partners that, as a client solutions manager, I can call them up and say, ‘Here’s this use case that I’m trying to solve for,’ or ‘Here’s this process that I want to bring innovation to that I want to transform.’” Bailon explained.

“We did a lot of software evaluation and reviewed all of the products and suppliers out there. Really what it came down to for us was level of technology and growth in the cloud space. The vendor that we selected had to be innovating for sustainable growth with a key focus on agile, end-to-end customer experience.”

“With Avaya, it really is the type of partnership where we can collaborate, brainstorm ideas and bring them through to fruition,” said Bailon. “They were there for us from start to finish, especially when it came to execution through system implementation. They did for us what we take pride in doing for our partners and their customers: providing a true, end-to-end experience in line with specific needs, goals and vision.”

The Heart Behind Business Process Transformation

For DATAMARK, it always comes back to customer experience. “That’s the reason why we do anything; to make sure that our partners’ customers have a truly incredible experience. I honestly don’t think we’d be able to provide a means for that without Avaya’s collaboration.”

CHALLENGES

- Devise a way to scale services up and scale down rapidly
- Consistently deliver an agile, end-to-end customer experience
- Embrace a cloud architecture with strong security and in-depth analytics

VALUE CREATED

- Innovative cloud architecture that scales
- Partnership with cloud vendor focused on innovation
- Increased flexibility

SOLUTION USED

- Avaya OneCloud CCaaS



About DATAMARK

Founded in 1989, DATAMARK, Inc. is a leading business process outsourcing (BPO) company headquartered in El Paso, Texas. DATAMARK services Fortune 500 companies, government agencies and other large enterprises at delivery centers worldwide, including the U.S., Mexico, and India with back-office services, data processing, and contact center services.



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About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter.

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Experiences
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