CCNA guides BridgeClimb to the cloud

With a RingCentral Cloud Communications and Contact Centre digital transformation.

CCNA

The iconic BridgeClimb has guided excited locals and eager tourists up Sydney's famous Harbour Bridge since 1998.

This one of a kind experience provided by the organisation has facilitated over 4 million climbers have 'experienced the city as well as the remarkable iron structure and the feat of engineering from a fresh perspective' and earned Trip Advisor's Travellers Choice 2018's top vote as Australia's #1 experience and fourth overall worldwide.

Over 4 million climbers

BridgeClimb's Challenge

Becoming the number one travel experience in Australia for the global tourism market is an incredible achievement but accomplishing success so rapidly presents its own challenges. BridgeClimb needed to effectively scale-up to meet the growing demand and digitally transform to continue to provide the quality customer service at the scale necessary to thrive in the hyper-competitive tourism market.

We were looking at upgrading all of our business systems to provide BridgeClimb with the flexibility to scale in the future, and that included our telephony and contact centre provider

Parth Gandhi, Head of IT, BridgeClimb.

The CCNA & RingCentral Solution

When it came to answering their escalating customer service scale-up dilemma, BridgeClimb knew they needed a world-class solution, backed by local experience. CCNA was brought on board to assess the current environment and establish the parameters of the solution required.

The RingCentral and CCNA teams completed the design, configuration and implementation of a unified communications and contact centre solutions that would utilise RingerCentral's world-class Office solution. To pave the way for this new telephony system, CCNA developed, designed and implemented a new networking infrastructure for BridgeClimb utilising Aruba HPE switch and wireless platform. It took just seven weeks from the initial meeting between CCNA and BridgeClimb to complete the cutover of the new solution.

Parth enthusiastically accepted this collaborative solution incorporating the RingCentral Office solution over in BridgeClimb IT HQ stating "When we were assessing unified communications and contact centre solutions, RingCentral ticked all the boxes in terms of functionality and cost savings. I also like choosing partners with a vested interest in continually enhancing their systems over time, which is exactly what you get with RingCentral. The transition to our new RingCentral environment was smooth."

The RingCentral Office solution provides voice, video, online meetings and team messaging to support the communications needs for all BridgeClimb's staff members. With this solution, BridgeClimb has replaced at least five different internal systems that they had been running previously to provide these various capabilities. RingCentral Contact Centre provides BridgeClimb's customer service team multichannel capabilities with email, phone and chat in a universal queue. It is integrated with RingCentral Office and provides extensive performance reporting and analytics across the entire platform.

The CCNA & RingCentral Solution

The outcomes of the collaborative project can be divided into three key factors

1 Resiliency
BridgeClimb no longer has any single points of communications failure and no reliance on any physical infrastructure. The CCNA/RingCentral solution has high availability, fully-redundant cloud and telecommunications infrastructure, end-to-end performance monitoring and SLAs, and real-time disaster recovery.

2 User experience
As a people-first organisation, the employee experience is critical for BridgeClimb. The newly implemented user interface is very intuitive with similar functionality to the consumer communications apps that are already very familiar to most users. This made the transition a very smooth experience for BridgeClimb's staff, and also ensures easy onboarding and training for new employees.

3 Scalability
with a subscription model and no communications hardware requirements or user onboarding constraints, BridgeClimb can continue to grow its business without any technology limitations.

BridgeClimb currently undergoing an extensive digital transformation, and the CCNA/RingCentral partnership's ability to integrate 'out of the box' with many other systems and applications was another critical factor. This project has already integrated with BridgeClimb's Microsoft Office 365 environment, and the company will be looking to other integrations in the future, including a new CRM solution.

CCNA Lead Network Solutions Specialist Mark Jackson summed up the project by sharing "Working with Bridgeclimb has been a fantastic experience, and we have enjoyed helping them upgrade their 20-year-old infrastructure and assist them in moving to the cloud. They are now ready to adopt their new digital strategy, and we look forward to helping them with their future projects as they continue to expand the Sydney Harbour BridgeClimb experience."

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About CCNA

Converged Communication Network Applications Pty Ltd (CCNA) delivers leading technology solutions and services within the Enterprise, Government, and Carrier market place. The innovative design, development, and implementation of converged communication network applications are our core area of expertise. Our approach is to provide our customers with a flexible outcome- driven road map to their technology needs.