

CASE STUDY

New Road Home Solutions



aws ⁵⁰certified
AWS PARTNER NETWORK

aws partner network

Advanced Consulting Partner

DevOps Competency

Healthcare Competency

MSP Partner

Well Architected

Solution Provider

New Road Home Solutions is a real estate solutions and investment firm, helping homeowners sell their properties quickly and efficiently in and around New Jersey. NRHS works directly with homeowners to help them sell their houses fast, and customer relationship management is one of the most important processes within their organization. Customers are able to connect to NRHS through multiple channels, and the sales team needs to be able to secure leads coming in both online and through the web.



Ibexlabs has been a great partner to work with. They deployed a AWS Connect contact center for us quickly and efficiently while handling requests for custom functionality with ease. Their communication was clear and consistent, all deadlines were met, and the final product is exactly what we asked for. I would happily recommend them and work with them again.

Bobby FitzPatrick, New Road Home Solutions

The Challenge:

The Need for an Omnichannel Sales and Support System

New Road Home Solutions brings in a lot of potential customers through its inbound and outbound marketing campaigns. But because NRHS is all about generating and capturing leads, it needs a streamlined, optimized system to track them. NRHS needed a consolidated CRM solution to ensure that its employees could be as productive and proactive as possible — but out-of-the-box solutions weren't cutting it.

To streamline and facilitate its sales and investment strategies, NRHS wanted a custom, in-house CRM application that could be integrated with all of the organization's communication channels. While there are many CRM solutions available, not many of them could support the organization's needed processes without customization. The CRM solution had to be designed to support the company's sales and support call center. It also needed to provide data analysis on current customer sentiment, to better score leads.

Finally, NRHS also needed to implement an online chat application for its customer support agents — so they could improve their engagement with online clients, and encourage online clients to take the leap.

At the time, the company's current technology couldn't fulfill its needs. Ibexlabs was engaged to help realize a new omnichannel cloud contact center through Amazon Connect.

Ibexlabs and AWS: **Creating a Scalable, Connected System**

But why choose Ibexlabs? Not only did Ibexlabs have experience and expertise on its side, but it also had an ideal solution available: AWS Connect. As an expert in AWS technologies, Ibexlabs could create a system that would scale as the company expanded. Through AWS' tremendous inventory of integrated applications, Ibexlabs could create an all-in-one customer and sales channel to better support NRHS' operations. To acquire a full suite of Amazon Connect applications, NRHS asked Ibexlabs to provide them with a new AWS cloud solution. Ibexlabs was able to implement a new cloud center accordingly, with AWS Connect and AWS Lambda.

The Solution: **Better Analysis for Better Sales**

Through the new center developed by Ibexlabs, NRHS is able to quickly analyze ongoing customer sentiment and get superior reports based on queues, agents, and routing profiles. The company's contact center was empowered with a full suite of supporting AWS applications, translating directly to better business outcomes. The company was now in charge of its customer data, and able to use its customer and lead information to improve upon its support and sales strategies.

As for the transition, Ibexlabs was able to provide support for the integration of the custom CRM application with the new cloud contact center. NRHS was able to easily transition to a CRM solution that had been customized to them, without any significant disruption. And with new, online chat functionality and the omnichannel approach, NRHS could ensure that its sales team never missed a lead.



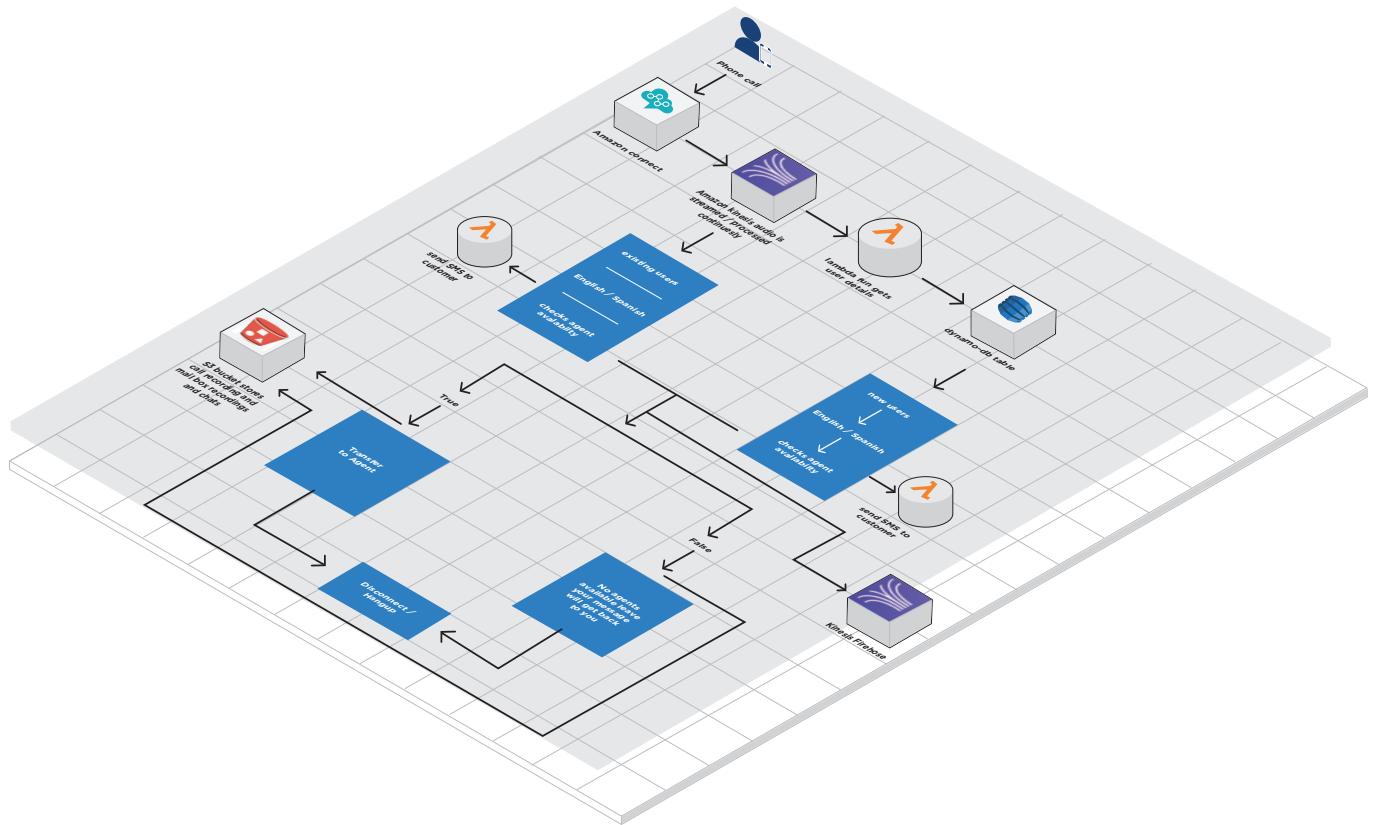
AWS Kinesis



AWS Connect



AWS Lambda



Change doesn't have to be disruptive. Many organizations can benefit from updating and optimizing their software solutions — especially now that scalable, robust cloud solutions are available. With a managed services provider, it's easier for organizations to get the software they need to thrive.

Are you ready to get started? Explore the technology of AWS today with the expert guidance of Ibexlabs. Contact us today to learn more about what we've been able to for our clients — and what we can for you.

About Ibexlabs

Ibexlabs LLC is a DevOps & Managed Services provider and an AWS consulting partner. Our AWS certified AWS experts evaluate your infrastructure requirements and make recommendations based on your individual business or personal needs.

Ibexlabs believes in open communication, quality service, and custom solutions to the technical challenges of our clients. On Clutch.co, all our clients have the opportunity to detail our business relationship and report on Ibexlabs's successes and shortcomings. As of May 2020, Ibexlabs is proud to boast an overall rating of 5/5.

Visit us on [Clutch.co](https://clutch.co) here to see all our client reviews.

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