



Education Sales Management started out as a support and admissions service for two Sylvan Learning Centers in the Denver, Colorado area. Today ESM helps schools and institutions across the country enroll students and sell educational programs, products and services. They act as a customer-contact center, using call center technology to increase enrollment, boost lead opportunities and empower the lives of the end consumer... the student. ESM employs more than 525 people and expects to reach 650 by the end of 2008. The company was founded in 1995 and is based in Highlands Ranch, Colorado.

**One Planet. One Network.
Infinite Possibilities.**

www.globalcrossing.com

Education Sales Management Deploys Global Crossing MPLS Network as Outbound Calling Demands Increase and Video Conferencing Becomes a Necessity

CHALLENGE

Education Sales Management's core business relies heavily on rapid telephone communications. Their call center agents need to follow up on hot leads in a matter of minutes. "Our main point of contact with our potential students is the telephone," said ESM's Vice President of Technology, Shane Quint. In the past, their business model was driven by TV and radio advertising.

Everything changed when the Internet came along. "Instead of advertising on television and radio, our clients have converted a lot of their marketing dollars to the Internet," said Quint. "On the Internet people don't just see one telephone number or one college. They see five or six. Instead of just one school's offering, they'll respond to five schools."

This new development had a huge impact on operations and strategy at ESM. They needed to re-tool their business to quickly contact students that were comparing multiple education options. "We get real time Internet leads," explained Quint. "When someone hits 'submit' on a Web page requesting information about one of our client schools, we need to call those people immediately to answer questions and help them enroll."

As their business began to grow, it was obvious that they needed to pay closer attention to telephone service availability, redundancy and scalability. "We are out of business if our phone service fails," said Quint. "If we drop circuits and we're not up and calling people, our clients will not use us."

ESM started adding redundant circuits and new phone lines from multiple telephony vendors to keep pace with their needs. The process had to be seamless, non-disruptive and rapid. "We didn't want to have all of our eggs in the single carrier basket, so a couple years ago we started looking for another carrier to help us do long distance," said Quint. "We needed

another long distance DS3 to sustain our growth."

In addition to telephony expansion and diversity, ESM was looking to incorporate conferencing features. Their existing telephony switch provided some built-in conferencing capabilities. However, the quality was sub-par, and it was difficult to use. "We're in the call center business, so we wanted to show that we could do things in a more professional manner," explained Quint.

Improving conferencing capabilities also tied into the company's employee-centric culture. ESM prides itself on excellent employee benefits and accommodations. They meet often for leadership meetings and conferences, yet travel costs were becoming prohibitive. They wanted to keep the communication lines open, but they also didn't want to disrupt the lives of their employees, keeping them away from their families for extended periods of time. Video conferencing and collaboration would help solve that dilemma.

CONVERGED BACK-UP AND VIDEO CONFERENCING SOLUTION

ESM began interviewing potential carriers and partners. MPLS appeared to be the perfect option for their network redundancy issues. "It's a flexible, scalable and low cost option that allows us to have the bandwidth we need for phone lines while doubling as a video conferencing network," said Quint.

Global Crossing reviewed ESM's needs and their unique, high-volume outbound calling trends. "Mario Brown [Major Account Manager at Global Crossing, understood what we were trying to do," said Quint. "One of the questions he asked that other vendors didn't was about our outbound versus inbound mix. Most of the other people I talked to were more interested in inbound numbers and minutes usage. Mario was more interested in the type

CHALLENGE

- Marketing shift to Internet required rapid phone support
- Improve telephone service availability, redundancy and scalability
- Seamlessly add redundant phone circuits
- Incorporate robust conferencing features
- Reduce costs

SOLUTION

- Global Crossing MPLS provides flexible, scalable and low cost option
- Global Crossing audio, video and web conferencing solutions
- Increased phone line bandwidth
- Solution doubles as a video teleconferencing network
- Perfect fit for high-volume outbound calling trends
- Easy installation – no problems
- Excellent support and service

RESULTS

- Video conferences connect remote employees with headquarters
- Integrated online collaboration and meetings
- Heavyweight call center capabilities
- Valued partner relationship

of traffic to be carried on this long distance circuit. 'Is it outbound? Is it inbound? How does our process work?'"

"A lot of the other vendors I talked to wanted to completely replace all the other circuits I had," continued Quint. "Mario came in and said 'I'll help you fill that niche. I'm not trying to take over everything you're doing. I'll just help you fill the niche.' Now Global Crossing is our main long distance provider. It has to do with Mario's readiness to help us solve a problem, as opposed to pure selling."

ESM is now using Global Crossing's MPLS network for redundant telephony coverage, teleconferencing and video conferencing. The solution also allows them to handle chat, text messaging, Web services and email all in the same unified communications platform. Their first Global Crossing implementation was a DS3 circuit. "It went off without a hitch, which was a complete shock to me," said Quint. "In the 20 years I've been doing this there are always problems on turn ups. You always run into problems during tests, problems during production times... and we didn't run into any."

ESM's new phone numbers route via DNS on the inbound calls. All of them came across perfectly, according to Quint. "We ran into a couple of problems after launch on some additional numbers we ported over, and they were fixed within a couple of days, which is amazing," said Quint. "Support is another big reason that I'm a huge Global Crossing advocate."

MPLS solved ESM's redundancy dilemma, and the network doubles nicely as a video conferencing solution. ESM now holds video conferences to connect remote employees with headquarters so they feel part of the group. "We also use the video conferencing and the Ready-Access® audio conferencing a lot with clients," said Quint. "It helps us with project management, touch base meetings and marketing meetings. We also share project plans and PowerPoint

presentations via Ready-Access® Web Meeting features."

"Global Crossing really stepped up and offered us a great solution within the time frames that we needed it," said Quint. "The solution surpassed the competitors' by a great margin, too."

A VALUED, RESPONSIVE "PARTNER" RELATIONSHIP

ESM values the consultative relationship they've established with Global Crossing. "Global Crossing, in my mind, is a better alternative than some of the other carriers because I feel like I have a partnership with them," said Quint. "I feel like Global

"Global Crossing is a better alternative than some of the other carriers because I feel like I have a real partnership with them. They understand my business and help me achieve the objectives of my business."

– Shane Quint,
Vice President of Technology,
Education Sales Management

Crossing understands my business and helps me achieve my objectives."

"When I ask for something from one of my other vendors, it's a difficult thing," continued Quint. "I usually have to go through two or three different channels. I think a lot of times they don't understand what I'm asking for because I don't have the personal relationship with them that I have with Global Crossing's team. Mario Brown and Brian Kraus [Global Crossing's Customer Support Manager] understand my business. They know what I'm asking for."