

Customer: Dental equipment manufacturer

Challenge: Non-integrated audio and video

Communication Solution: Zoom, NovelVox

Business Won: \$9200 MRR and \$37,000 NRC



The Challenge

A dental equipment manufacturer was struggling with a lack of integration between its audio and video systems, making it harder for its contact center team to quickly diagnose issues. As a result, common equipment repairs often turned into time-consuming, costly, and labor-intensive ordeals.



The Discovery Process

The company needed a more robust contact center solution that could seamlessly integrate audio and video with their CRM. However, few suppliers could satisfy all requirements. The customer didn't know what was technically possible, and needed expert guidance. Telarus Solution Architect Meagan Thai and the technology advisor (TA) began a rigorous vetting process. Starting with eight suppliers, they narrowed the list down through a combination of in-depth supplier conversations and demos.

"Having the support of Meagan and Telarus was integral for finding the best solution within the customer's timeline." - Technology Advisor



The Solution

The customer signed with Zoom and NovelVox, in a deal worth approximately \$9,200 MRR and \$37,000 non-recurring charge. The new solution lets the customer capture synchronized audio and video, share recordings, diagnose issues faster, reduce onsite visits, and improve repair accuracy—dramatically boosting operational efficiency and customer satisfaction. With the help of Telarus, the TA made the right recommendation for the needs of their client, and emerged as the hero.



Key Takeaways

- **Bring Telarus in Early:** Use Telarus to quickly identify and vet suppliers for complex issues.
- **Have a Next Step:** Make sure every customer interaction has a next action step.
- **Go the Extra Mile:** Request real-world customer demos from suppliers to accelerate decisions.

Did You Know? Technology advisors experience a 33% greater close rate when Telarus is at their side.

Contact your Telarus Partner Development Manager for a consultation.

[Check out the full interview here.](#)