DPI Offroad Brands boosts performance and productivity with 8x8

DPI Offroad Brands provides aftermarket parts and accessories for Jeeps, light trucks, and powersports vehicles. The company focuses on helping customers travel and explore the outdoors while getting peak performance from their vehicles. DPI owns a number of industry-leading brands, including Daystar Products International (DPI), Performance Accessories, and Tuff Country.

Since 2017, DPI has been actively adding new brands to its portfolio. With every acquisition, DPI's IT team needs to add more users, phones, and computers to the parent company's communications infrastructure.

The Challenge: An on-prem system with limited capabilities

When DPI was founded in 1977, the company focused primarily on manufacturing Daystar products. With its shift towards brand acquisition in recent years, DPI's business model has transitioned to focusing solely on eCommerce. Today, DPI sells directly to consumers via its online store. With this new direction, DPI needed to significantly ramp up its customer service operations in order to serve a rapidly growing customer base.

DPI was running a legacy on-premises Avaya PBX system across its six regional offices, however the system was proving limited for the growing company. "It didn't have the features that our employees expected," says Gerardo Torres, IT Manager at DPI. "Also, it couldn't support our future plans for expanding our customer service operations."

So, the IT team researched top cloud communications solutions on the market and selected three to evaluate, including 8x8. After reviewing demos of each solution, DPI chose to go with 8x8 due to the robust capabilities of 8x8's UCaaS and Contact Center solutions.

Industry
Retailer

Headquarters
Phoenix, Arizona and West Jordan, Utah

Website
dpioffroad.com

8x8 Products
8x8 Work and Contact Center

Primary reason for selecting 8x8
- Modern, cloud-based solution
- Better feature set/package than competitors
- Robust contact center capabilities

Highlight Metrics
- 50% cost savings
- Greater visibility into performance
- Improved EX and CX

For more information, call 1 866 879 8647 or +44(0)333 043 8888 or visit 8x8.com.

The Solution: One cloud platform for business and contact center

Initially, DPI rolled out 8x8 Work to about 170 employees across the company. Everyone has the 8x8 Work app on their computer and mobile phone, as well as a physical phone at their desk, and they flip intuitively between them. "It's great to have the phone ring and a notification show up on your screen while you're working," says Torres. "You can just pick up the call on your headset." The company also set up call queues to streamline the customer experience.

Empowering the contact center

As DPI grew, management wanted to start tracking key performance metrics around call times and agent productivity. Their 8x8 rep suggested that they try 8x8 Contact Center, which provides comprehensive analytics features that help managers monitor the performance of their operations, including trends, issues, and engagement. So, DPI rolled out the solution and onboarded 14 customer service agents. "8x8's data analytics and reporting capabilities are key to helping us optimize our contact center performance," says Torres.

Moving to the cloud

DPI's move from an on-premises system to the cloud has brought several advantages. "Our IT team doesn't have to deal with hardware," says Torres, "which is a great time saver." Also, users can just install the 8x8 app and pick up a call from anywhere, which proved business-critical during the pandemic. "We were lucky to have switched over to 8x8 right before the pandemic," recalls Torres, "Our users could just go home and continue to work without a hitch. The queues functioned, the calls forwarded — everything worked flawlessly. Now that we're bringing everyone back into the office, we are experiencing the same seamless transition from remote to office work."

"8x8's data analytics and reporting capabilities are key to helping us optimize our contact center performance."

Gerardo Torres, IT Manager

The Benefits: Rich features at an affordable price

Since implementing 8x8, DPI has experienced no issues with the service. "For our staff, 8x8 is super easy to use, and for IT, it's simple to set up and administer," says Torres. "You just log in and away you go."

Moreover, the company has been able to save at least 50% on costs when compared to the hefty total cost of ownership of their old on-premises system. 8x8's costs also compare favorably to other cloud solutions. Torres explains, "8x8 is more affordable than other solutions, especially because 8x8 licenses include a range of features that other companies offer as paid extras. The savings give us extra money to do other things that benefit our growing business." The team is currently exploring more of these value added platform features, including 8x8 Video Conferencing and 8x8 Voice for Microsoft Teams.

With greater visibility into contact center performance, DPI is identifying areas for improvement. "We can now better understand what steps we need to take to improve service levels and keep customers happy," says Torres. "And a happy customer always comes back."

Contact 8x8 sales or your 8x8 partner for additional information.
1 866 879 8647 or **+44(0)333 043 8888** or visit **8x8.com**.