

# Insurer Safeguards Call Center Profitability With UPS Upgrade and Ongoing Service Support



A Vertiv Case Study



## Background

Having 19,000 employees operate across 14 countries, this global technology solutions company aims to keep its nearly 300 million customers worry-free by providing device insurance, warranty, and support services for cell phones, consumer electronics and home appliances.

Headquartered in the United States, many of this company's customers are serviced through a network of 32 call centers. These call centers represent a major source of revenue for the organization.

Consumers pay to have their devices protected and call this insurance and service provider whenever they experience a problem or technical issue. As a result, systems uptime in the company's data centers and call center facilities is critical to the success of its support-oriented business model. If client service representatives are cut off from their customers, revenue is lost and customer support is disrupted.

## Solution

### Robust power protection critical to uptime

In order to secure a reliable and always available call center and data center environment, this company has established a long-term relationship with Vertiv partner, Walick-Kemp & Associates. As a local provider of power protection and environmental control systems technology for mission-critical facilities, Walick-Kemp has nurtured a relationship of trust with this customer for 10 years.

### Challenge:

Maintain call center uptime in order to service customers seeking smart phone user support.

### Solution:

Long-term Liebert® UPS upgrade planning in order to maintain systems availability amid business expansion.

### Results:

- 20% increase in UPS efficiency
- Peace of mind with a guaranteed two-hour service response time if needed
- Advantageous pricing to support business expansion
- Competitive advantage due to technical knowledge transfer that creates a more informed workforce

According to Bob Walick, owner and president of Walick-Kemp, that trust has been built through the provision of reliable power protection products and a collaborative approach to both budgeting and service.

“Our relationship started when both of our organizations were based in the same office park in Nashville. The customer needed to ensure power stability and availability in its data center and we had the local support in place to offer the reliable systems the company required,” he said.

The installed base of technology for this company, originally comprised of a wide variety of equipment from different vendors, was spread out across its call centers and operations. But as Walick-Kemp established a reputation for consistent quality service, and as master service level agreement (MSLA) pricing was arranged with technology manufacturer Vertiv, the non-Vertiv equipment began to dwindle, replaced by more up-to-date Liebert® thermal management and uninterruptible power supply (UPS) technologies.

“None of our competitors could match us as far as available local head count and response time. Because the insurance and service provider has multiple sites with a robust inventory of cooling units, rack power distribution units (rPDUs), and UPS to service, it wanted to have one place to call when an issue would arise,” Walick said. “In order to enable that arrangement, we tagged all of the company's equipment and all of its sites for quick identification. Its team members simply call 1-800-LIEBERT. Support staff then time stamps the call and we immediately begin the process of addressing the issue at hand. We can offer the customer a guaranteed two-hour response time.”

Since the majority of the company's power equipment now comes from Vertiv, Walick-Kemp has been asked to handle the servicing of all third-party equipment. In that way, the company can now achieve its objective of only having one person to call for service issues. Walick and his staff manage the entire escalation process from the opening of a trouble ticket to problem diagnosis and completion of any necessary repairs.

## Results

### A partnership to increase sustainability while lowering cost

In addition to supporting the uptime of critical call centers, Walick and his team also helped its customer lower energy costs and reduce carbon footprint through new technology refreshes. By replacing older UPS units with new ones having unity power factor, the insurance and service provider has experienced a 20% gain in efficiency.

“The company is also utilizing newer battery technologies that last longer for a lower total cost of ownership,” Walick said. “In fact, 10 cabinets of lithium-ion batteries were recently delivered

to the company's headquarters. Such batteries can tolerate higher room temperatures, reducing cooling demand and thus energy consumption, resulting in savings on monthly electrical bills.”

### System architected for maintaining availability

When Walick and his team perform system upgrades, they are focused on the customer's business continuity.

“In Nashville, we have configured a tri-bus architecture for redundancy using the company's three separate UPS systems,” Walick said. “As a result, we can move loads around while maintaining UPS protection for critical loads by isolating one of the buses during technology swap-outs. Therefore, the upgrade is performed without the insurer and service provider experiencing any downtime.”

### Creating differentiation with informed workforce

Walick and his organization also take the time to share technical knowledge with the customer's facility engineering and data center support staff — a time investment that has helped the company build an experienced team able to easily partner with Walick-Kemp technicians to achieve business goals.

### Support for asset and budget management

The customer's team has also excelled at asset management, keeping track of asset age and accurately judging the most cost-effective time to bring in a new solution.

“Company decision makers often asks us for budget numbers, even if they know an upgrade is going to be one or two years down the road,” Walick said. “We furnish the information needed to keep budgets accurate. This helps ensure the team has access to the funds it requires when the time comes to replace equipment.”

*“Shared knowledge makes for more efficient architecting of solutions and problem resolution. We both speak the same language and our collaborative efforts are very successful in boosting operational efficiency for the customer.”*

**- Bob Walick, President  
Walick-Kemp & Associates**

## Paving the way for future business growth

Over the last two years, the insurance and service provider has decided to migrate its corporate headquarters to Nashville. The company's strategy is to consolidate equipment assets across multiple locations into two new towers in the downtown area. Walick and his team will help to support those cost-saving consolidation efforts.

"This company's team is extremely innovative. With the coming 5G revolution, more people will be relying on the uptime of their mobile devices in order to function in life and in business. The insurer's business model is a perfect solution for providing the level of support that will be required," Walick said. "We will continue our efforts to educate the customer's stakeholders on the new products from Vertiv research and development teams and to support company efforts to expand its business in Europe and Asia. Vertiv's global presence allows us, from a contractual and support perspective, to further enable this growth through reliable infrastructure solutions.

### Power Solutions

#### Vertiv™ Liebert® EXL S1 UPS

- More space for revenue generating IT equipment
- Maximum active power capacity for more connected loads
- Reduced operating expenses
- Easy installation and service

#### Vertiv™ Liebert® EXM UPS

- High operating efficiency across multiple load scenarios
- Savings in space and shipping costs with transformer-free design
- Extended runtimes due to matching battery cabinets
- Ensured continuity during maintenance with bypass cabinet option

#### Vertiv™ Geist™ Monitored rPDUs

- Reliable power distribution to critical IT equipment
- Local and remote monitoring options
- Quick access to critical power usage data for enhanced asset management
- Environmental monitoring capabilities to ensure uptime

### Thermal Management Solutions

#### Vertiv™ Liebert® XD refrigerant-based modules

- Highly efficient operations with up to 70% energy savings potential
- Minimal floor space requirements as units are designed specifically for high-density environments
- Flexible system integration with multiple mounting options
- Easy installation and future configuration changes due to modularity

#### Vertiv™ Liebert® DS direct expansion system

- Improved energy efficiency with variable capacity control
- Better asset management and networking enabled by advanced Vertiv™ Liebert® iCOM™ controls
- Easily serviced via front access
- Flexible application due to multiple configurations and sizes

#### Vertiv™ Liebert® DataMate system

- Saves space with slim, compact design and wall- or floor-mount options
- Improved protection of electronic equipment when compared to comfort cooling systems
- Quiet operation for minimal disruption

***Go online to learn more about how Vertiv power and cooling solutions for retailers or professional service providers improve energy efficiency and ensure uptime or contact [Walick-Kemp & Associates](#).***