

## Situation:

Since 2012, a Michigan-based American manufacturer and retailer that makes home furniture, including upholstered recliners, sofas, stationary chairs, lift chairs and sleeper sofas has relied on BullsEye to provide POTS services for 136 U.S. locations, including its corporate headquarters, manufacturing facilities and retail showrooms. In 2017, the company asked BullsEye to assist with some non-POTS-related technical issues at its locations.

## Solution:

BullsEye established a technical support service to address the client's onsite technical needs. The company simply emails or picks up the phone and tells its dedicated BullsEye account team what technical service they need. From there, BullsEye handles everything – drafting a scope of work, identifying the appropriate resource from its talent pool and billing. Activities included:

- Repair to automatic door openers
- Replace batteries in UPS units without taking services offline
- Install large-screen TVs (used for showroom promotional information)
- Install kiosks for in-home design and simulation
- Work with IT to install multi-function printers
- Install structured cabling to support new network connected devices

*“One of BullsEye's core values is “Can Do” meaning that we will do whatever it takes to exceed our client's expectations. Developing a solution for this client to quickly and efficiently deploy structured cabling solutions was a key example of this value in action. The client is very pleased with BullsEye and continues to expand their business with us.”*

– JIM BAIN  
FIELD OPERATIONS MANAGER,  
BULLSEYE TELECOM

## Result:

Technical support is an ongoing service provided to the client's retail stores, and all related costs are included on their monthly BullsEye invoice. Today, BullsEye provides the wiring for any new or remodeled retail locations.

- ✓ Addressed and resolved concerns not directly related to traditional BullsEye services
- ✓ Provided technical services without the need for a PO or involvement from purchasing
- ✓ Consolidated process and number of people involved in technical service situation – one vendor for phone service and wiring
- ✓ Decreased time involved in resolving technical issues
- ✓ Provided convenience of single-source, responsive, personal client service