

Corsair

Case Study



By utilizing GTT's Enterprise PBX and CDN offerings, Corsair has been able to provide customers with an improved user experience, while reducing capex.

The Opportunity

Corsair is a global leader in PC gaming hardware. The company's high-performance products are available in over 60 countries worldwide and are purchased primarily by PC gaming enthusiasts, who build their own PCs or buy preassembled customized systems.

With Corsair's rise in popularity came an increased need for advanced functionality for its global call center infrastructure, as well as top-tier content delivery services.

One of Corsair's key call center challenges was providing its worldwide customer base with expert support, 24x7. Agents were spread across three countries around the world, and the company's legacy PBX solution was unable to forward calls to the appropriate agent based on parameters such as caller location and time of day.

Corsair was also looking for a partner that could provide a global content delivery network (CDN). Customers access the Corsair website to purchase new products and download technical documentation and driver updates for current products. To maximize customer satisfaction and revenue, Corsair needed to ensure that its customers could access content instantly, regardless of where they were located.

The Solution

Corsair selected GTT, a leading provider of cloud networking services to multinationals, to help meet its communication needs. GTT worked with Corsair to develop a customized solution that fit the company's requirements, at a competitive price point.



Corsair is one of the world's leading providers of enthusiast-grade PC components and peripherals for gaming hardware. Corsair's products include PC cooling products, gaming headsets and keyboards, power supply units, and USB flash drives. Corsair is renowned by professional gamers for its innovative technology and superior customer support.

To address Corsair's global call center needs, GTT implemented Enterprise PBX, an intelligent, hosted PBX service that provides advanced routing functionality, as well as capex savings over traditional PBX offerings. Migrating to the Enterprise PBX solution has allowed Corsair to route calls to the appropriate agent based on geographic location and time of day, without operator assistance. As an added benefit, the solution has also provided Corsair with the ability to hire remote specialists to meet the diverse needs of its customers with the ability to route anywhere in the world.

GTT also addressed Corsair's global content delivery network needs by partnering with a best-in-class provider to implement a solution that replicated Corsair's content across a global CDN. This accelerated the delivery of information and improved the transaction experience for Corsair's end users, regardless of geographic location.

GTT was also selected to provide connectivity to Corsair's corporate offices and connected sites via a VPN solution that included redundant Internet connectivity to prevent any downtime of critical operations.

The Results

Corsair has been able to improve the end user experience through Enterprise PBX's call center routing capabilities. The company's CDN solution has also provided significant benefits, delivering more website content to its user base and reducing the time it takes customers to conduct transactions. To further expand its online delivery capabilities and save costs, Corsair is evaluating implementation of CDN services in an increased capacity. The company may also broaden the solutions and services that are available from its website to its customers worldwide.

Corsair expects that demands on its global center will continue to increase as it expands its distribution capabilities around the world. GTT's Enterprise PBX and call center solutions are easily scalable, allowing the company to add users as needed.

"We have realized both cost savings and improved efficiencies across our infrastructure through our partnership with GTT," said Michael Talens, director of Global IT Infrastructure at Corsair. "Allowing our call center agents to be situated anywhere in the world gives us hiring flexibility, while enabling us to provide our customers with the best support based on their unique requirements. We are also pleased with how our CDN improved our ability to support our customers more efficiently, on a global scale."

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