

ECLIPSING THE COMPETITION RESELLER IS SUCCEEDING THROUGH STRONG CUSTOMER SERVICE

by CHRISTOPHER ROGERS



Lynn Smurthwaite-Murphy

In the current economic climate, many large, well-established companies have to make difficult financial decisions, while small business are struggling for revenue. There are very few organizations that are thinking about growth. Eclipse Technology Solutions is one business that is thinking oppositely. Especially considering the relative youth of the company, its story is a rather remarkable one, which places emphasis on industry experience and exceptional customer satisfaction.

Founded in March 2007, Eclipse is a reseller and solution provider headquartered in Mississauga, ON. It is a fully certified Nortel Premium Partner and specializes in multi-site, multi-application solutions. Eclipse provides solutions voice over IP, large contact centre applications, wireless and unified messaging integration.

The company was co-founded by Rob Smith and Robert Stroud, two veterans of the industry. The duo brings their years of experience to every aspect of the company. They understand that experience and veteran know-how is a key component to success.

“We’ve been around for close to two years. Officially it was March 2007 when we first set up,” Stroud said.

“We have a lot of veteran people though, so although our company is new we have a large group of people with many years of experience in the industry.”

Although Eclipse has a staff of approximately 40 people, its solutions are large.

“We are a telecommunications reseller: voice data and voice over IP products, call centres and voice mail systems,” Stroud said. “Our customers include large, small/medium-sized business customers and enterprise customers.”

The importance of a strong communications backbone for any company has become even more important recently. With troubling economic predictions abound, strong communication is an excellent place to save money.

“Typically we might work on large call centre application, but we had one customer that had a multi-site call centre that we’ve been working on for a few months,” Smith said. “This project includes remote agents in different provinces. We have a couple clients that are like that – right across Canada using remote agents and call centre technology, full IP. We usually work on some large-scale voice-over-IP implementations for a number of clients who are networked together throughout Canada and the US. The majority of our base is through IP.”

Customer retention is also critical for any company looking to succeed. Eclipse takes this very seriously. Its experience level allows it to provide valuable insight, but also to back up its solutions with strong service and support. It is this service that Smith and Stroud believe sets Eclipse apart from other solution providers. It is because of this exceptional value and service that Eclipse has been nominated for this month’s VAR Honours by Westcon Group.

“Eclipse has a very strategic approach to the business and a very good value proposition for end users, specifically to mid-size-plus businesses,” said Lynn Smurthwaite-Murphy vice president of Canada and small and medium business for North America at Westcon Group.

“They have large call centre expertise. I find in this economy, we are going to see strong partners get stronger and the weak get weaker, and I call Eclipse one of the strong that will only get stronger. The partnership is multifaceted, but we share forecasts together to make sure we can ensure smooth delivery for their critical sales, sales support, marketing support. We’ve done some Web work for them and worked for them on demand generation, and on every level of the organization, it is a strategic partner.”

Both Smith and Stroud have worked with Westcon in the past.

“We both have had relationships with Westcon over the years,” Stroud said.

“I was at Nortel for a period of time and Rob has been in the industry for a long time so we’ve known them forever, so they know us. They’ve got some people over there and they have some things that really add value to how we do business. We’ve just been able to develop a strong relationship over the last two years.”

Smith believes that it is through Eclipse’s customer service that it is able to continue to grow.


“We’d like to think it’s our service levels, our customer service, and our attention to detail,” he said.

“We’re a smaller reseller, obviously it’s crucial for us to not only find customers but keep them for the long term. We recognize that the way to do that is provide exceptional customer service. A lot of people say that put the proof is in the results. Our results are outstanding.”

Stroud agrees and added that “obviously for a company our size, to grow this quickly...we don’t advertise or do anything like that, we don’t really do a lot of marketing. We get a lot of referrals and that’s really what our service does. That, and we have some great people.”

Eclipse’s employees are highly certified engineers and support staff. Stroud said that most of the staff at Eclipse are veterans of 10 to 15 years in the business.

It is for all these reasons that one can’t help but see Eclipse continue to succeed in the future. Smith added that in the future he does see growth.

“We see growth,” Smith said. “We find that a lot of our competition is starting to do some reductions, so we see that as an opportunity. The customers still need some good service so throughout our service we are tightening up some of the ways that we look after our customers. We’re taking some time to retool and make sure we have all the processes in place. And we’re expanding by adding some sales people.” 

VAR

Eclipse Technology Solutions

Headquarters
Mississauga, Ontario

Nominated by
Westcon Group

Nominated for
Outstanding value, service and expertise

VARHonours is a monthly feature that celebrates some of the best work done by solution providers across Canada. Vendors or distributors can nominate their partners for VARHonours by contacting CRN Canada editor Robert Dutt at rdutt@crncanada.ca.