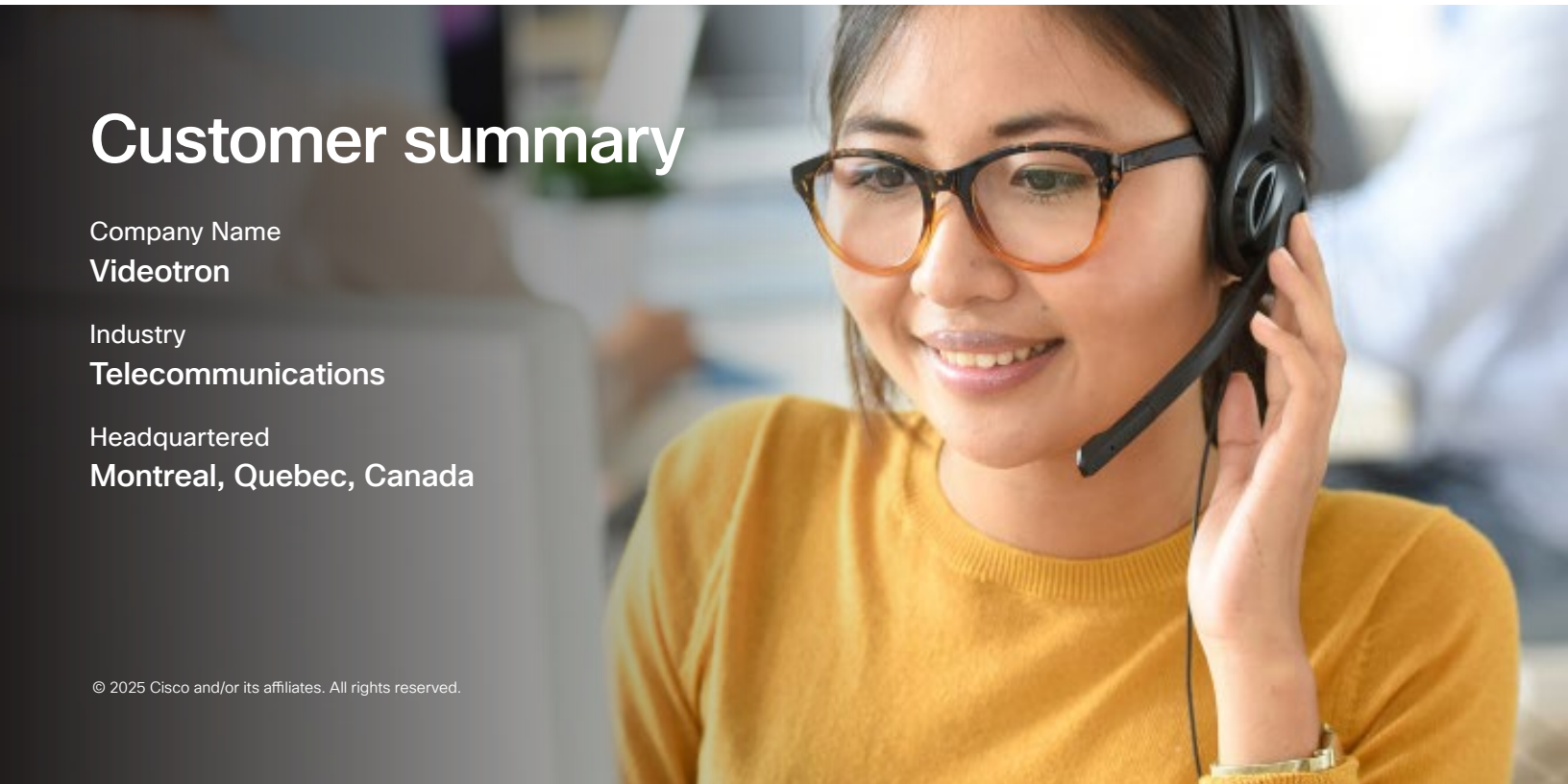
VIDEOTRON BUSINESS

Cisco Partner

How Videotron found growth opportunities through Webex

Videotron: a trusted telecommunications leader

Founded in 1964 as a cable provider, Videotron has grown into Quebec's leading telecommunications company, offering Internet, wireline, network solutions, TV, mobile and IoT services. With a strong local presence, Videotron serves both residential and business customers, maintaining a commanding market position through deep regional expertise and a steadfast commitment to customer satisfaction which has earned it an impressive net promoter score. As Erick Muñoz, General Manager Sales – Business and Residential Markets at Videotron, explains, "We stay close to our core business because our customers' success is our success—and that means ensuring their phone service remains uninterrupted, because for most businesses, no phone means no income." This customer-first philosophy guided every aspect of Videotron's collaboration with Cisco.



Customer summary

Company Name
Videotron

Industry
Telecommunications

Headquartered
Montreal, Quebec, Canada

Challenge

- Selecting a new cloud platform.
- Prevent migration downtime to protect small business revenue.
- Mitigate contractual risks to maintain trust and reduce churn.

Solution

- Choose Webex for trusted quality, scalability, and brand strength.
- Utilize Cisco's Set Up Assist and migration tools for efficient scheduling and smooth execution.
- Communicate clearly to minimize disruption and protect critical data.

Outcome

- Completed migration early, boosted customer acquisition by 44%.
- Grew revenue and streamlined product portfolio.
- Built customer trust with reliable calling and advanced AI features.

Selecting the right partner for a complex migration

Facing the end of life for its legacy BroadCloud platform, Videotron confronted a critical migration challenge.

Despite a long-standing relationship with Cisco, the company conducted a neutral and thorough request for proposals (RFP) to evaluate all options. Videotron identified three key challenges: avoiding customer downtime, managing contractual risk, and handling technical complexity.

Maintaining existing contract terms and pricing was also a priority to prevent customer churn, ensuring the migration felt like a service update rather than a disruptive change. Additionally, preserving integrations with external services such as Dubber call recording was critical, as any data loss would have been detrimental.

Choosing Webex: the best of both worlds

After careful evaluation, Videotron selected Webex by Cisco, recognizing the platform's high quality, its favorable total cost of ownership, and the strong brand reputation that would inspire customer confidence. Cisco's Set Up Assist services were a decisive factor, providing expert support and

migration tools that enabled Videotron to efficiently transition customers to Webex. Martin Lefrançois, Products Director at Videotron, described Webex as offering “the best of both worlds,” combining a BroadCloud-like business model with powerful new AI driven capabilities. It’s a game changer for us and for our customers.”

Webex’s comprehensive migration tools, and dependable performance aligned perfectly with Videotron’s customer-centric mission. “Customer satisfaction is our corporate mission,” Lefrançois stressed, noting that Webex’s transparent calling features allowed for a smooth user experience. The platform’s scalability was essential, as Videotron primarily serves businesses that benefit from services capable of growing alongside them.

Delivering a seamless migration experience

The migration of tens of thousands of users was completed in less than a year, significantly ahead of the initial 18-month estimate. This success was driven by several factors. Videotron leveraged Cisco’s detailed reporting to create precise migration schedules, ensuring all stakeholders were aligned on timing. Cisco’s Set Up Assist simplified data extraction, transformation, and pre-programming, reducing labor and complexity. Regular collaboration, including weekly meetings, fostered strong teamwork between Videotron and Cisco.

Videotron adopted a low-interaction, high-information approach with customers to avoid overwhelming them. The company provided ample information and easy access to technical support, contacting only those customers who had not completed preparatory steps. This thoughtful communication strategy helped maintain customer satisfaction throughout the transition.

The migration of Dubber call recordings, initially a major concern, was successfully managed through close collaboration with Dubber and specialized Cisco tooling, preserving critical data and functionality.

Lefrançois highlighted the value of Webex's calling features, which form the foundation of Videotron's enhanced customer experience.

> "With Webex, we were confident our customers could not only keep their existing features but enjoy an even better experience. It also enables us to configure thousands of businesses efficiently with a small, highly trained team."

Driving growth and building confidence

Since migrating to Webex, Videotron has experienced accelerated growth and increased revenue. Customer acquisition grew 44% faster compared to the previous year, accompanied by a notable increase in physical phone sales. The Webex brand has also bolstered customer confidence, lending instant credibility and making businesses more inclined to sign agreements with Videotron.

Operationally, the migration's success and the efficiency of automated tools have positioned Videotron to expand its offerings. The company is now able to simplify its product portfolio and explore new sales channels, including entry-level segments. Emerging Webex capabilities such as AI and Customer Assist are opening doors to medium-sized businesses that were previously difficult to reach.

Looking ahead: innovation and opportunity

With the migration behind them, Videotron and Cisco are poised to explore new growth opportunities. The Webex platform has simplified offers, empowering Videotron to reach new customer segments and enhance value for existing customers with new features and functionalities. Erick Muñoz emphasizes, “Goodwill is an important part of our brand. Every decision we make is guided by the desire to help our customers succeed.” Underscoring the company’s ongoing commitment to customer satisfaction. As Webex continues to evolve, Videotron is well-positioned to maintain and elevate the outstanding customer experiences that define its brand while seizing new opportunities for growth.

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For more information
Please visit webex.com/suite/enterprise-cloud-calling

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