



## MISS DIG 811 Transforms Business and Customer Interactions with BroadSoft CC-One and UC-One

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**Customer story demonstrates how integrating unified communications with contact center systems increases productivity and collaboration, which BroadSoft and Aberdeen recently discussed in a webinar**

GAITHERSBURG, Md., Oct. 03, 2017 (GLOBE NEWSWIRE) -- [BroadSoft, Inc.](#) (NASDAQ:BSFT) a global market leader in cloud business software for unified communication as a service (UCaaS), and provider of collaboration and contact center as a service (CCaaS), announced today the business transformation of Michigan non-profit, [MISS DIG System, Inc.](#) (MISS DIG 811), through its implementation of BroadSoft [CC-One](#) and [UC-One](#) applications. Recently, BroadSoft and Aberdeen Research joined forces to discuss how cloud-based omnichannel and unified communications solutions improve productivity, collaboration and customer service in the webinar, [The Business Value of Contact Center & UC Integration](#).

Like many midsize or enterprise companies who have not transitioned to the cloud, MISS DIG 811 was limited with an outdated call center and telephone system. This resulted in inconsistent customer experiences, blind call routing and forwarding so customers were not being matched with the correct service representatives, unreliable call recordings management, lack of granular insights, and more. Since integrating BroadSoft CC-One and UC-One, MISS DIG has experienced the following benefits, which can be read about in more detail [here](#):

- Increased agility with omni-channel communications
- Improved productivity through intelligent routing and collaboration
- Enhanced customer service and experience
- More granular insights using CC-One Analyzer's real-time performance dashboards and reports
- Automated call recording logging
- Increased mobility and agility—with cloud-based unified communications, employees no longer need a phone on their desk or to be at their desk to communicate

"Being the CEO of a small organization with 63 employees, it was critical that we found a solution to making our operations more agile, mobile, productive, and collaborative," said Bruce Campbell, CEO, MISS DIG 811. "We were impressed by the support and attention we received from BroadSoft and our communications service provider, Bullfrog, and have been astounded at the difference CC-One and UC-One have made to our bottom line."

"We are incredibly proud of how much the BroadSoft Business CC-One unified omni-channel contact center application has transformed operations for MISS DIG 811," said Arnab Mishra, vice president, contact center, BroadSoft. "Contact centers play a pivotal role for multiple midsize companies and enterprises, and many are still relying on outdated technology. Our mission is to help these companies modernize so they can improve their bottom line."

### About BroadSoft

BroadSoft is the technology innovator in cloud unified communications, team collaboration, and contact center solutions for businesses and service providers across 80 countries. We are the market share leader for cloud unified communications with an open, mobile and secure platform trusted by 25 of the world's top 30 service providers by revenue. Our BroadSoft Business application suite empowers users and teams to share ideas and work simply to achieve breakthrough performance. For additional information, visit [www.BroadSoft.com](http://www.BroadSoft.com).

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### About MISS DIG System, Inc.

MISS DIG 811 was established in 1970 initially as a pilot program in Oakland County by five major Michigan utility companies, in an effort to reduce damages to their underground facilities, prevent injuries, and save lives. Michigan was the first state to implement the "one-call" law and MISS DIG 811 was the first 24/7 statewide one-call system in the country. MISS DIG 811 has received over 21 million "locate requests," resulting in nearly 189 million transmissions.

### About Bullfrog

Bullfrog helps businesses grow by leveraging the internet to collaborate and communicate in real-time with their vendors, customers, and partners from anywhere, on any device, at any time. Bullfrog's affordable, innovative communications solutions consolidate voice and data, eliminate capital expense and free businesses of legacy phone systems for a lower total cost of ownership. Bullfrog customers are small to medium North American businesses with distributed, remote, and mobile workforces in a variety of industries including, Healthcare, Manufacturing, Professional Services, and Non-Profit. Broad technical expertise, 24-hour implementations, committed customer service and accountability for its solutions distinguish Bullfrog. Founded in 2003, Bullfrog is comprised of a diverse, remote, and mobile workforce, just like the clients they serve. For additional information, visit [www.Bullfrog.net](http://www.Bullfrog.net).

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