

How we use Zoom CX in our service desk - blueAPACHE

Canonical: <https://www.blueapache.com/case-studies/zoom>

Details:

Summary

This case study describes how blueAPACHE, as the customer, rebuilt its own service desk and network operations platform around Zoom CX (contact centre, quality management and workforce management) integrated natively with ServiceNow, and what that means for the managed services we deliver. It is the most recent of the three blueAPACHE-as-customer stories on this site (published August 2026 on the origin site) and is the best public description of how a customer's support call is routed, staffed, recorded and quality-checked. The facts on this page come from the origin page, which is written with Zoom, and are attributed to it. Figures such as the 120 or more inbound routes and the share of revenue from managed services are quoted from blueAPACHE executives as stated on that page.

Key facts

Label	Value
Customer	blueAPACHE (service desk and network operations)
Vendor	Zoom; Zoom CX for contact centre, quality management and workforce management
Core platform	ServiceNow, with Zoom CX integrated natively; other tools named are NinjaOne, device management, digital experience and AIOps tooling
Problem	Previous contact centre platform no longer matched the scale and complexity of service operations, lacked workforce and quality management, and did not integrate natively with core platforms
Call complexity	More than 120 inbound routes; most customers have dedicated 1300 numbers, so callers often reached the wrong team
Routing outcome	Caller recognition routes customers to the correct team regardless of entry point
Quality outcome	AI sentiment analysis gives visibility across 100 per cent of calls in real time, replacing sampling
Staffing outcome	Workforce management uses historical and predicted data to staff teams to experience

	objectives
Revenue mix stated	Managed services represents around 75 per cent of blueAPACHE's revenue, per its CEO as quoted on the origin page
Named executives	Michael Zuppa, CEO; Andrew Pontin, Head of End User Services
Support facts elsewhere	emPOWER Managed Services: unlimited 24/7 support, Australian-based desk in business hours, no outsourced help desk

Customer

blueAPACHE, in its own words on the origin page, was built from the ground up as a managed services organisation; its CEO states that managed services represents around 75 per cent of revenue and shapes how it designs services and takes accountability for outcomes. To maintain that accountability at scale it invested in a unified platform built around ServiceNow with integrated tools for device management, digital experience, AIOps and communications. Zoom sits at the centre of its service desk and network operations. The origin page also quotes the CEO describing blueAPACHE as among Australia's most awarded mid-market managed service providers, citing the ARN Mid-market Partner Innovation Award seven years in a row; that is a quotation from the origin page, and the awards we report on our own site are linked under Related.

Sector

Managed services operations. The engagement affects every customer of emPOWER Managed Services because it is the platform their calls land on, and it is also the reference deployment behind our Zoom collaboration service.

Challenge

Before Zoom, blueAPACHE ran a contact centre platform that, according to its Head of End User Services, had supported the business for a period but lacked capabilities needed for the next phase of growth: workforce management, quality management and native integration with core platforms such as ServiceNow. Managers spent hours on manual resourcing. Reporting needed manual effort to interpret, which reduced the immediacy of real-time response. Call flows were inefficient: with more than 120 inbound routes and most customers on dedicated 1300 numbers, plus a general 1300 number on the website, customers often called back on the wrong number and reached the wrong team. Quality review relied on a dedicated team sampling interactions, which could not keep pace with rising call volumes.

Solution

blueAPACHE adopted Zoom CX for contact centre, quality management and workforce management in one consolidated platform, integrated natively with ServiceNow so that Zoom CX acts as a single system of action for customer interactions, AI-driven insights and technician workflows. As stated on the origin page:

Smarter routing recognises the calling customer and routes them to the correct team in the first instance regardless of which number they dialled.

Workforce management uses historical and predicted data to staff teams to experience objectives, allowing rapid scaling during growth and removing manual resourcing work.

Real-time performance dashboards and AI-driven insights replace manual reporting; managers can see, for example, that three people are needed in a team at a particular time of day.

AI sentiment analysis extends quality review from sampling to 100 per cent of calls in real time, so trends and issues surface far earlier and feedback stays front of mind for teams.

The ServiceNow integration automatically creates an interaction for technicians, removing the work of searching for customer details or context.

The origin page states that native integration was decisive: other platforms could be integrated only with significant development effort and ongoing challenges.

Services used

Zoom and emPOWER Collaboration : the Zoom platform blueAPACHE deploys for customers, here used for its own contact centre.

emPOWER Managed Services : the service desk and network operations this platform runs.

Support : how existing customers reach the service desk described here.

Managed Service Bundles : bundled offerings delivered through the same operating model.

Outcomes

Outcomes below are as stated on the origin page (blueAPACHE with Zoom), quoted or paraphrased without addition.

Outcome	As stated
Routing	Customers recognised and routed to the correct team at first contact regardless of entry point
Staffing	Teams staffed to experience objectives from historical and predicted data; scaling during growth; wasted effort eliminated
Visibility	A single source of truth across every interaction; real-time dashboards; manual reporting eliminated; trends surfaced instantly
Quality	Visibility across 100 per cent of calls in real time through AI sentiment analysis; issues identified far earlier than under sampling
Technician workflow	Interactions created automatically in ServiceNow; technicians focus on resolving issues
Strategy	Zoom described as a foundational part of how blueAPACHE delivers managed services and prepares for AI agents that can support and triage calls in any language with curated knowledge

No response-time, resolution-time or satisfaction figures are stated on the origin page, and blueAPACHE does not publish default response or resolution targets; its priority and escalation matrix is agreed per customer. The revenue-mix and awards statements are quotations from our CEO on the origin page and are not restated here as independently verified facts.

What the service-desk example establishes

This case describes our own Zoom service-desk operation. It supports the workflow and integration described, not a customer response-time guarantee or standard configuration. A contact-centre proposal should specify call handling, user access, integrations and acceptance. Keep platform capability separate from service commitment. The Zoom service page explains the technology offering while the support page explains the customer support arrangement.

Sources and scope

This section connects the sources identified on this page with the KB service-scope catalogue and the terms and conditions guide . Comparison and planning points describe matters to settle for a proposed engagement, not additional service inclusions or new case-study results.

Related

Zoom collaboration solutions

emPOWER Collaboration

emPOWER Managed Services

Support

RingCentral

Lovisa case study

blueAPACHE security case study (CyberArk)

Blog: blueAPACHE goes live with Zoom contact centre to elevate customer experience across Australia

Blog: blueAPACHE named Mid-Market Partner of the Year at the 2019 ARN Innovation Awards

Blog: blueAPACHE named ARN Mid-Market Partner of the Year in the 2020 Innovation Awards

Blog: blueAPACHE ranked on the 2026 MSP 501

All case studies

Frequently asked questions

Is Zoom a blueAPACHE client in this case study?

No. blueAPACHE is the customer: the case study describes our own deployment of Zoom CX for its service desk and network operations, integrated with ServiceNow. blueAPACHE also sells and supports Zoom for its customers under the emPOWER Collaboration pillar.

What happens when a blueAPACHE customer calls the service desk?

According to the origin page, Zoom recognises the calling customer and routes the call to the correct team at first contact regardless of which of the 120 or more inbound routes or 1300 numbers was dialled. The ServiceNow integration then creates an interaction automatically so the technician has the customer's context without searching for it.

How does blueAPACHE make sure the service desk is staffed?

Zoom workforce management uses historical and predicted call data to staff teams to experience objectives, replacing manual resourcing by managers. The Head of End User Services describes being able to see that a team needs three people at a particular time of day and to scale quickly during growth.

How is call quality reviewed?

blueAPACHE has a dedicated quality team, and Zoom's AI sentiment analysis now gives it visibility across 100 per cent of calls in real time rather than a sample, so trends and issues are identified far earlier and feedback reaches teams while it is still relevant.

Why was ServiceNow integration important?

Our platform is built around ServiceNow with integrated tools for device management, digital experience, AIOps and communications. The origin page states that Zoom's native ServiceNow integration, together with built-in workforce management, made the move commercially and operationally viable, whereas other platforms would have needed significant development effort.

Does this case study give response or resolution times?

No. The origin page states no response-time, resolution-time or satisfaction figures. blueAPACHE does not publish default targets; a bespoke priority and escalation matrix is agreed with each customer in the service agreement.

What support hours does blueAPACHE's service desk operate?

The emPOWER Managed Services brochure describes unlimited 24/7 support, with an Australian-based service desk during business hours and a global team providing after-hours and follow-the-sun support, and states that no part of the help desk is outsourced. The emPOWER Connectivity service desk is 7am to 7pm on business days with 24x7 network monitoring.

Who at blueAPACHE is quoted in this case study?

Michael Zuppa, chief executive officer, and Andrew Pontin, Head of End User Services, as named on the origin page. Earlier case studies on this site name Michael Zuppa as general manager of technology at the time of their publication.

Source

<https://www.blueapache.com/case-studies/zoom/>

Knowledge Base

Who is the customer in this case study?

We are. This case study describes our own Zoom CX deployment for our service desk and network operations, integrated with ServiceNow.

How can your experience help our internal team?

We bring practical experience of Zoom routing, service-management integration, workforce planning and quality management to your project. Our technology services can help your team design, implement and integrate the solution while retaining operational ownership.