

## CASE STUDY



### Avaya By Example

## THREE-WEEK WONDER: AVAYA UNIFIED COMMUNICATION CENTER SPEECH ACCESS GIVES ROAD WARRIORS 15 ADDITIONAL DAYS EACH YEAR

#### Challenge:

- Highly-mobile Avaya sales and executive “road warriors” need tools to be more responsive to customers and improve personal productivity
- The Avaya global sales organization needs to collaborate across time zones to serve global customers regardless of location

#### Solution:

Avaya Sales in the U.S., EMEA, Singapore and Canada use Unified Communication Center (UCC), which combines voice mail and email in a single mailbox for ease of management via a common interface: voice commands

#### Value Created:

- Improved productivity, saves up to 30 minutes per day, per user (saves 15 days per year, per salesperson)
- Increased responsiveness: mobile salespeople respond more quickly to customer inquiries, better manage their calendars, and have quick access to directory information
- Consistent, branded customer experience
- More intelligent, personalized interactions with customers
- More productive internal collaboration
- Faster linkage of people, process, and resources

The Avaya global sales force is using one of the company’s newest tools to communicate faster, collaborate more easily, and respond more effectively to customers. In the process, they are adding productive minutes to their day,

which equates to 15 additional days each year.

By providing a single interface where global users can access voice and e-mail messages, check calendars, create conference calls and dial any of their contacts—all by voice command—Avaya Unified Communication Center (UCC) helps these road warriors make the most of their busy days.

*“UCC is an incredibly valuable tool,” says an Avaya client executive who travels the length and breadth of Arizona to serve his customers. “I can be in my car for a three-hour trip, and I use the speech access feature to hear my voice and e-mail messages. That makes those hours absorbed by travel time highly productive for me and the other members of my team. And I can respond to my customers the day they message me, instead of later that night.”*

### Driving Productivity

To receive a go-ahead, every Avaya information technology project must deliver tangible benefits. One of those go-ahead benefits is enhanced productivity. In 2003 the Avaya IT organization developed a business case showing how Avaya UCC, when used by the company’s highly mobile workers,

would deliver both productivity gains and enhance the global Avaya sales team’s speed and flexibility in responding to customers. And using Avaya UCC would showcase the company’s commitment to the power of converged communications.

Convergence can happen in two ways, explains a senior project manager for messaging technologies in the Avaya IT architecture organization. Convergence of the communications infrastructure—sending both voice and data over a single path—provides substantial cost savings, yet it is transparent to the end user. Avaya UCC, on the other hand, enables a convergence of communication functions that are quite visible . . . and valuable for the end user. The user now benefits from convergence by working faster and more productively.

### Creating the Most Powerful Cell Phones on Earth

Avaya began the UCC rollout in early 2003, starting with some of the company’s most dedicated road warriors: the global sales team. Today some 1,700 salespeople and executives are logged into Avaya UCC throughout the U.S., Europe, the Middle East, Africa, Singapore and Canada. The company is

preparing to expand UCC and its benefits to more than 7,000 users—half of the entire Avaya workforce—during fiscal year 2005.

Deskbound users can gain productivity by using UCC voice access and a unified mailbox for managing all e-mail, fax and voice messages. A 30-minute commute turns into an opportunity to catch up on voice and e-mail messages; office workers who travel even infrequently can benefit from easier access to information and faster collaboration with work groups.

And especially for highly mobile workers, Avaya Unified Communication Center can put communication and productivity into hyper drive. Avaya UCC gives traveling workers the most powerful cell phones on earth. For one senior director responsible for business process oversight, the workday frequently includes a two-hour round trip from her office to company headquarters. She uses Avaya UCC during the drive to manage a steady stream of messages and information.

*“The most useful thing for me is having almost a demand pull on information that’s coming through my e-mail,” she says, “and the ability to transform that information into actions for my team and myself, to stay ahead of the curve. That’s something I don’t ever want to give up.”*

### **‘A New Way of Conducting Your Work Flow’**

Avaya UCC features an advanced voice response and control capability that gives users the power to conduct a multitude of messaging, communication, and task management activities over the telephone—all through voice commands.

When users log into the Avaya UCC portal through a wired or wireless

phone, they step into what the senior IT manager calls “*a new way of conducting your work flow.*” Among these capabilities:

#### **Managing Messages**

Users can listen to voice mail headers and messages and, using UCC’s text-to-speech capability, listen to Fax headers, e-mail headers or entire e-mail messages. They can then reply to those messages, forward them with or without voice comment, save or delete them, and create and address new voice messages.

Even in the midst of a message, a user can interrupt message playback and call the sender . . . or anyone in the user’s Microsoft® Exchange contact list or the corporate lightweight directory access protocol (LDAP) directory. It’s all done with voice commands. When the “side call” is done, Avaya Unified Communication Center returns the user automatically to the place where the original message was interrupted.

*“I use UCC for everything it’s designed for—listening to messages, replying to messages and making outbound calls,” says a sales director who travels a five-state mid-Atlantic sales territory for Avaya. “I have my cell phone with a headset. When I get back to the office I’ve usually knocked out all the messages and all the reactive stuff—I’ve handled all that on my way back in. UCC makes me a lot more efficient and productive, because my time in the car is no longer dead time.”*

#### **Making Calls and Conferencing with Voice Commands**

Avaya Unified Communication Center users can dial anyone in their Exchange contact list or corporate LDAP directory simply by saying the person’s name. Users have extensive call control options, such as transfer,

hold, merge or drop call. And they can create instant conference calls, using voice commands.

*“I use UCC for calling from the road, because I don’t want to be fooling with my PDA, looking up a telephone number, while I’m driving,” says a client executive. “I don’t even have to touch my keypad. I just talk to it.”*

#### **Managing Contacts and Tasks**

Avaya Unified Communication Center users also have the ability to manage personal contacts, calendar entries and tasks in Microsoft Exchange. They can manage “reach me” options such as Find Me, and screen incoming calls, and they can easily set Microsoft Exchange reminders while they are mobile.

### **A Major Productivity Payoff**

For Avaya, the payoff from UCC Speech Access came in the form of significant productivity gains. UCC has enabled Avaya users to turn unproductive hours into time well spent.

*“I’ve been playing in this space for eight or nine years now,” says an IT manager. “In the surveys we’ve done, we find that just unifying e-mail and voice mail alone saves the serious road warrior about 30 minutes a day in time. They don’t have to do a separate logon session through their PC, and most importantly, they can respond to customers or co-workers much more quickly and efficiently. That’s tangible.”*

Thirty minutes a day is more significant than it may seem. The numbers add up to potential productivity gains that are impressive. A half hour saved per day equals 15 days or three weeks of additional productive time per user per year. When all 1,700 sales people reach that usage level, Avaya will have increased the potential productivity

of the sales team by the equivalent of 25,500 person-days per year—a productivity boost of more than 6 percent.

*“How do you apply that productivity?”* the IT manager asks. *“That depends on your organization.*

*You could drive sales with existing customers, focus on prospecting to gain new customers, or strengthen customer satisfaction because you are*

*more responsive.”* That’s a choice any executive would enjoy.

By fostering more productive internal collaboration, speeding responsiveness to customers and turning downtime into production time, UCC helps Avaya sales people work more effectively on behalf of their customers. UCC gives mobile workers more control over their work and their time, and gives Avaya more effective feet on the street.

And that’s a message that’s easy to understand.

**Learn More**

For more information on how Avaya Unified Communication Center can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or visit us at [www.avaya.com](http://www.avaya.com)

| Applications   | Services   |
|--|--|
| <ul style="list-style-type: none"> <li>Avaya Unified Communication Center Speech Access</li> </ul> | <ul style="list-style-type: none"> <li>Avaya Global Services: Managed Unified Communications Services</li> </ul> |

