

## How Cisco IT Used Communications Plan to Ensure Smooth Cutover to Global Voicemail System

Communications plan is vital to user enrollment and acceptance of new voicemail service.

### BUSINESS BENEFITS

- Ensure high adoption rates
- Provide proper training
- Reduce “first day” and subsequent user confusion
- Assure users take full advantage of robust feature set

“It’s important to have a variety of communications vehicles and channels, because one vehicle cannot do it all.”

– Karin Tanaka, Cisco Communications Team Lead

**It may be the age of the Internet, but the telephone is still a mainstay of employee communication.** So managers at Cisco Systems® knew they would need to create a comprehensive communications campaign to assist the company’s 35,000 employees in making the switch from the existing Avaya Octel voice- mail system to the Cisco Ucnity® Voice Messaging software, which combines voice, e-mail, and fax messaging, and offers a robust set of IP-based messaging services.

**The communications team had a real challenge ahead:** Drive awareness, adoption, and provide training in different cultures, languages, and user preferences across the four Cisco® geographic regions.

**The team began by collaborating with marketing, business, and product specialists to help ensure consistent messaging.** The plan included methods to clearly communicate program objectives and status, as well as product information, including system behavior and functional differences. The team targeted communications for specific audiences, accommodating employees’ different uses of voice mail, depending on their organizational roles.

**The program team used a variety of media, including e-mail, voice mail, articles, newsletters, videos on demand (VoDs) and online presentations** to help employees understand the four critical steps toward adoption:

**Awareness:** Program vision, goals, and benefits.

**Understanding:** Specific changes and the actions required.

**Acceptance:** Training and policies.

**Adoption:** Realized benefits and full use.

A comprehensive communications plan is essential to the success of a large deployment.

Their efforts were highly successful: Early users have praised the migration effort, and many have proclaimed it the most trouble-free technology implementation from Cisco IT to date.

**Case Study:** [http://www.cisco.com/en/US/about/ciscoitwork/case\\_studies/ipmessaging\\_dl3.html](http://www.cisco.com/en/US/about/ciscoitwork/case_studies/ipmessaging_dl3.html).

## FOR MORE INFORMATION

To read the entire case study or for additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT [www.cisco.com/go/ciscoit](http://www.cisco.com/go/ciscoit)

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