



## CUSTOMER SUCCESS STORY

# CISCO AND TELUS EASE KIA CANADA'S DRIVE INTO NEW FACILITY

## EXECUTIVE SUMMARY

### CUSTOMER

- Part of the Hyundai-Kia Automotive Group, the 7th largest automobile manufacturer in the world
- 150 employees located at Canadian head office in Mississauga, Ontario

### INDUSTRY

- Automotive

### BUSINESS CHALLENGE

- Office, call centre and warehouse environments in one facility
- Complex and diverse communications requirements
- Employee mobility
- Tight deployment timelines
- Future growth

### NETWORK SOLUTION

- Cisco IP Communications solved Kia's needs, including telephony, network capacity, wireless capability, call centre reporting functionality and staff mobility issues
- The integrated wired and wireless voice and data network serves 150 users

### BUSINESS VALUE

- Increased productivity
- Improved Total Cost of Ownership
- Added features and functionality for call centre
- Employee mobility
- Cost savings
- Potential for future growth

**An IP telephony upgrade at Kia Canada continued to develop in scope as the growing auto manufacturer prepared to move into its new national headquarters, adding a network upgrade component, wireless capability, mobility concerns and Consumer Affairs functionality within a matter of weeks. A Cisco IP Communications system proved to be the only "one-stop" solution capable of dealing with the complexity of this multi-tiered project.**

### BUSINESS CHALLENGE

Although it set up shop here just six years ago, Kia Canada had quickly outgrown both its facility and communications systems. Donald Knowles, MIS Manager of the Mississauga, Ontario-based company explains how Kia required a system more befitting of its status as the seventh largest automobile manufacturer in the world.

"We wanted something that was a lot more robust, scalable and dynamic than our legacy phone technology," he says. "In a nutshell, we needed something we could work with, grow with and afford."

In 2004, the company launched a search for a new telephone system in anticipation of moving into its new national head office in early 2005. Over the next four to five months, the project grew increasingly ambitious, adding component after component as it expanded in scope.

Kia's Consumer Affairs department had agent module, reporting and scripting issues that simply weren't being served under the company's previous system. Under the old scenario, the consumer affairs department would spend half a day compiling complex reports in a time-consuming, three-step process. Its queue system was standalone, so the call centre supervisor had to actually physically walk up to the system to find out how many customers were on hold. And scripting the recorded messages was a complex process that required Kia to bring in a third-party service provider at great expense.

Warren Dantes, Kia's Network Supervisor, says it became clear an upgrade of the company's network infrastructure was in order to add greater capacity with the expected increase in traffic and users; they also planned to transition from standard switches to a core switch.

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The new warehouse, with three times the capacity, needed a new management system. Previously, staff printed out hard-copy tickets to check inventory, writing everything down and then keying in the information at the end of the day. Wireless scanners were required to increase the warehouse staff productivity. "We couldn't manage this new building using the old system," Knowles says. "It's just not physically possible."

Finally, Kia required roaming capability for select staff, notably its I.T. department and the agents on the parts and technical hotlines, who often had to stay connected to customers while physically walking to the warehouse to check on specific parts.

Knowles says Kia undertook an extensive search involving four competitors. But as the project scope expanded, it became clear that TELUS Business Solutions' pitch of a Cisco IP Communications system was "the only solution that provided a one-stop shop with everything under one umbrella," Dantes says. "Given the multiple components of the project, "everything bundled in together nicely with the TELUS-Cisco offering."

**"Cisco came in very business-oriented; there was no fluff. They addressed our business needs as opposed to what they wanted to sell us."**

– Donald Knowles, MIS Manager, Kia Canada Inc.

### NETWORK SOLUTION

It was ironic for Kia that what started out as a basic telephony project morphed into a completely integrated system. "We didn't anticipate going down this road," Knowles said. "This whole project evolved very quickly and grew significantly over the course of three months," he says. "The deciding factor was 'bang for buck'. By going with a single, integrated network, we saved more than \$15,000 on cabling alone." Increased employee productivity combined with the decreased reliance on third-party providers made going the IP route a logical conclusion for Kia.

But it took some fancy footwork to pull it off in such a short time, Knowles explains.

"This project was really, really tight," Knowles says. "By the time we finished hammering out what equipment we needed, and got approval for it, we were facing extremely aggressive timelines. The TELUS-Cisco team were really creative in making this deployment work."

The Cisco IP Communications solution consist of a Cisco Catalyst 4510 core switch, Catalyst 3560 switches at the edge and Cisco Aironet 1200 access point providing wireless connectivity throughout the facility. On the telephony front, Cisco CallManager Express supports 160 Cisco IP phones, including a number of 7920 wireless phones. Voicemail is through Cisco Unity, which just like the CallManager Express is manageable through a browser. Cisco's IPCC Express handles the entire call centre component, from intelligent call routing and queuing to scripting. Kia also deployed an Interactive Voice Response (IVR) package that allows its dealers access to automated course information and results.

Knowles praised TELUS' effort in bringing everything together to make this project fly.

"They brought their expertise to the table, along with an exceptionally team-focused attitude. They were committed to getting this project done on-time and done right. They went above and beyond for us."

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TELUS' commitment to Kia did not end at simply procuring and installing the products, explains TELUS Account Manager Corey Gill. TELUS is offering a range of post-sales support services to Kia to "help manage, maintain and optimize the system". TELUS' service extends to offering queue design and creation and overall management, so if a network component goes down, TELUS is alerted and can have that piece replaced under warranty.

### BUSINESS VALUE

Kia's customer affairs call centre has likely experienced the most significant benefits of the Cisco deployment. Because different departments require different types of reporting, having 20 customizable reporting packages out of the box has been a real boon to their productivity, Dantes says.

Using Cisco IPCC Express, Kia can generate customizable reports and automate them to run at midnight so they are waiting in the supervisor's in-box in the morning. It's a far cry from the old system. Now, all reporting can be managed through a browser for true ease of use. Scripting for the call centre is a breeze now, "whereas previously it was a complex and costly process to make changes or record messages," Knowles says. Once or twice a month a service provider was summoned and, Dantes says, "we'd have to pay for travel time and hourly charges, so it started adding up." Now, Kia can schedule the changes when it's convenient and as often as it likes.

The new system also allows agents to see on-screen how many calls are queued. "Now the agents can tell whether or not it's a good time to take a break," Dantes says.

For Dantes personally, he's experienced great time savings on the moves, adds, and changes side. "Being able to unplug and move a phone without having to reconfigure it, is terrific," he says. "And setting up a user's voicemail can be done right at the user's workstation now. In a call centre environment, when you are routinely moving staff around, that amounts to a lot of time savings."

The I.T. staff have also benefited from having the 7920 wireless phone, allowing them to remain connected at all times as they go about their duties. The agents on the parts and technical hotlines also are equipped with these phones, allowing them to stay on their calls as they check on product in the warehouse.

The company also has three agents in their service department that set up technical courses for Kia's dealers, and using Cisco IPCC Express, the company was able to create an automated system to allow dealers to call in and find out what courses are being held. Kia has also deployed an IVR package that allows dealers to dial in and use a PIN number for automated delivery of specific information, saving valuable service agent time to deal with more technical calls.

Instead of having three to four technology components that sat outside the phone system as Kia had in its old building, everything is now under the hood of a single system. This not only eases the administration and maintenance of the system, but it also removes the headaches inherent in dealing with the challenge of continual vendor upgrades, Dantes explains.

By upgrading to core switches with Layer-2 and Layer-3 capabilities, Kia was able to introduce virtual local area network (VLAN) functionality. This allows the company to segregate its networks and split each component onto different VLANs. Under the previous network, Kia couldn't allow remote system access to partners without automatically giving them access to the complete system. Now, because of the segregation, partners and other visitors can be given access to specific information or areas, streamlining communication, providing quicker response and resolution time and saving resources.

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## NEXT STEPS

Based on the original demonstration of the integrated Cisco solution, Knowles estimates Kia is currently tapping into just 20 per cent of its capability, so there's plenty of room for them to grow. As they continue to grow and leverage their IPCC investment, other components Kia is considering Unified Messaging to enable PC access to voicemail; a paging system; and text-to-speech, where users can check e-mail from any touchtone phone.

"Our Cisco IP Communications system has given us an excellent foundation to grow on," Knowles says. "We're excited by the system's scalability and flexibility, which will allow us to leverage this investment for a long time to come."

## FOR MORE INFORMATION

For more information on Cisco IP Communications visit [www.cisco.com/go/ipcommunications](http://www.cisco.com/go/ipcommunications)



### Corporate Headquarters

Cisco Systems, Inc.  
170 West Tasman Drive  
San Jose, CA 95134-1706  
USA  
[www.cisco.com](http://www.cisco.com)  
Tel: 408 526-4000  
800 553-NETS (6387)  
Fax: 408 526-4100

### European Headquarters

Cisco Systems International  
BV  
Haarlerbergpark  
Haarlerbergweg 13-19  
1101 CH Amsterdam  
The Netherlands  
[www-europe.cisco.com](http://www-europe.cisco.com)  
Tel: 31 0 20 357 1000  
Fax: 31 0 20 357 1100

### Americas Headquarters

Cisco Systems, Inc.  
170 West Tasman Drive  
San Jose, CA 95134-1706  
USA  
[www.cisco.com](http://www.cisco.com)  
Tel: 408 526-7660  
Fax: 408 527-0883

### Asia Pacific Headquarters

Cisco Systems, Inc.  
168 Robinson Road  
#28-01 Capital Tower  
Singapore 068912  
[www.cisco.com](http://www.cisco.com)  
Tel: +65 6317 7777  
Fax: +65 6317 7799

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