



Better Teamwork, Quicker Decisions

Telstra gets work done faster with Cisco® Spark.

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– Akash Jattan, Telstra

Telstra is Australia’s leading telecommunications and information services company. The company’s purpose is to create a brilliant connected future for everyone.

Challenges

- Make important communications stand out from “noisy” email and instant messages
- Speed up the flow of information, for faster decisions
- Make it easier to find relevant information

A Telstra product development team wanted a better way to communicate and collaborate. “Email can be too slow and doesn’t provide the context for discussions,” says Akash Jattan, senior product manager for Telstra. “When information moves slowly, so do decisions.” To speed up information flow, his team wanted something similar to over-the-top consumer applications, but with enterprise-class security.

Cisco Spark: Employees’ New Favorite Way to Communicate

Now the product development team can get work done faster in topical Cisco Spark rooms. Team members set up Cisco Spark rooms to decide on new features, for example, and to communicate securely with vendors. “Encrypting room conversations keeps intellectual property off the Internet and eliminates some security concerns about business-to-business communications,” Jattan says.

Straightforward Communications Build Stronger Relationships.

People tend to be more direct in team rooms than they are in email. “With Spark I say it as it is,” says Jattan. “It takes me about 30 percent less time than composing an email.” More straightforward communications strengthens relationships. So does seeing the photos, not just the names, of team members who are online or have viewed messages.

Case Study | Telstra

Size: 32,000
Employees

Location: Australia

Industry:
Telecommunications





Solutions

- Use Cisco Spark for project-based conversations
- Share documents and photos, conduct video calls, and exchange secure messages

Meetings Are More Focused and Shorter.

Employees pay more attention in rooms focused on a specific topic. Before a meeting, team leaders upload background information, such as documents, photos, and pictures of whiteboard sessions. “The information in a Spark team room provides the context for the conversation,” Jattan says. “Outcomes have improved, and meetings that used to take me an hour can now take 20 minutes.” Uploading images from whiteboard discussions might eliminate the hour it typically takes to write up meeting minutes. And keeping all project information in one place makes it easier to find later.

It’s Easy to Focus on What Really Matters.

Employees don’t necessarily rush to open emails, knowing that many are mass mailings. “But when I see a Spark notification, I know it’s about a topic that’s relevant to me so I want to open it straight away and have a look,” Jattan says.

What’s more, someone who comes up with an idea at midnight can immediately send a message to the room, knowing that teammates will see it the next day. Team members can join early-morning and late-evening meetings from home. Some even review and respond to messages on a mobile device while traveling to or from the office - on the train, for example.

Jattan concludes, “When information doesn’t flow quickly enough, we can’t execute decisions quickly enough. Cisco Spark helps us get work done faster.”

Results

- Teams get work done faster
- Meetings are more efficient, often 20 minutes instead of 60
- Employees can communicate any time with any device



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