

Stationery Firm Improves Customer Service

Cisco wireless and unified communications make Chilean stationery and office supplies firm more responsive to customers.



Customer Name: Libesa Ltda.

Industry: Manufacturing

Location: Santiago, Chile

Number of Employees: 200

Business Impact

- Communications costs reduced
- Collaboration and productivity enhanced
- Customer responsiveness improved

Case Study

Business Challenge

Libesa is one of Chile's best-known manufacturers of stationery and office supplies, with a factory and distribution center on two different sites outside the capital, Santiago, and branch offices in Iquique, northern Chile, and in Argentina. As the business grew, the company started to export its goods to other markets and to import supplies from abroad. This expansion meant that executives and sales people had to travel more often and more widely, increasing phone costs and creating a need for better remote access to company information.

Libesa also wanted to improve its responsiveness to customers by streamlining and integrating communications throughout the organization. By enabling sales people in the field to send orders directly to the company's enterprise resource planning (ERP) system, for example, it would be possible to fulfill those orders more quickly. Introducing IP telephony would help to improve productivity, while reducing the number and cost of calls made on cell phones between employees in different locations. Wireless links in the distribution center would further improve customer service by automating package handling and dispatch.

Solution and Results

Libesa installed a single wired and wireless Cisco network in its factory and distribution center, with IP telephony based on Cisco® Unified Communications Manager Express. The company uses wireless links to operate its new RF system for automated stock management in the distribution center. Employees and visitors also benefit from wireless access to the company network or the Internet.

IP telephony has greatly reduced the cost of in-country and international calls, including those calls made to the branches, while internal calls between the factory and distribution center are virtually free of charge because they utilize the Cisco network. Employees can now access the network securely and easily, no matter where they are, using a VPN. Mobile workers can make calls using Cisco IP Communicator software on their laptops, which further reduces costs. Because employees have new and better ways of communicating with colleagues, such as quick and easy audio conferencing, collaboration has improved along with productivity.



“The Cisco network has enabled us to integrate and enhance our communications, both inside and outside the company, and to reduce our costs. We are now considering other applications such as video conferencing in order to further improve efficiency.”

Luis Morales,
IT Manager, Libesa

For More Information

To find out more about Cisco collaboration solutions, including IP telephony please [click here](#)