

Manufacturer Deploys New Phone System to Improve Customer Service

LMC depends on Cisco Unified Communications to empower its frontline employees.

EXECUTIVE SUMMARY	
LMC	<ul style="list-style-type: none"> • Home furnishings manufacturer • Bondues, France • 120 employees
BUSINESS CHALLENGES	<ul style="list-style-type: none"> • Enhance customer service and responsiveness through an intelligent call center. • Improve communication for mobile employees. • Help employees work together more effectively, inside and around company warehouses.
NETWORK SOLUTIONS	<ul style="list-style-type: none"> • Cisco Unified Communications brings together voice, video, and data communications on a single IP network. • Cisco Unified CallConnector for Microsoft Dynamics CRM 3.0 provides intelligent call center support. • Cisco Aironet Access Points provide secure wireless network access for mobile employees.
BUSINESS RESULTS	<ul style="list-style-type: none"> • Intelligent call center has improved sales processes and provides a more complete view of LMC customers. • Secure wireless network enhances staff mobility and improves communication between warehouses. • Superior technology boosts corporate image and improves competitiveness.

Business Challenges

As a premier manufacturer of wood products for the home furniture and furnishings industry, LMC prides itself on delivering the highest possible quality and service to its customers. The company is renowned for its expertise. Its motto is “Always one step ahead,” and the 120 employees at LMC strive to make this vision a reality for its manufacturing customers and craftsmen. LMC has three locations throughout France, providing convenient access for its 14,000 customers and prospects in the furniture industry.

To keep pace in a highly competitive industry, LMC focuses on delivering consistently superior service for clients. The company depends on its call center to support its customers and prospective buyers, and employs the latest technology to support personalized, responsive service.

When LMC moved its main office into the 14,000-square-meter premises in Bondues, France, it saw an opportunity to improve its phone system. By bringing its customer relationship management (CRM) applications and its call center together onto a single platform, LMC would be able to boost the

quality of service and foster improved customer satisfaction and loyalty.

“IP telephony became an especially compelling choice for us as we prepared to move to our new facility,” says Eric Jacquart, Marketing Manager at LMC. “It would have made no sense for us to focus on the past and continue using a traditional phone system. We wanted to improve the quality of our customer service, and we needed a solution that would enhance our customers’ service experience.”

Since 2005, LMC had used Microsoft Dynamics CRM, which provides the tools and capabilities needed to create and easily maintain a clear picture of customer information. The company needed an IP telephony solution that could transparently tie together its Microsoft CRM databases with its customer call center, to provide up-to-date customer data directly to its call agents in real time.

LMC also wanted a network solution that could provide wireless connectivity throughout the company, to facilitate inter- and intra-warehouse communications.

“Our development has always been based on innovative technological solutions that let us offer our customers the best possible service and our sales people the most suitable tools to achieve this. We naturally used Cisco IP and wireless solutions to set up a value-added call center.”

– Eric Jacquart, Marketing Manager, LMC

Network Solutions

Technology is a cornerstone of its business, and LMC partnered with Cisco® Certified Partner Activéo, a leader in building CRM solutions. Working closely with Activéo, LMC installed a new phone system based on Cisco Unified Communications, an integrated voice, video, data, and wireless communications system designed and priced for small and medium-sized businesses. It lets LMC bring together all of its communications on a single, easy-to-manage IP network. LMC chose Cisco because the company offered the most advanced technologies in a scalable solution that could change and grow as needed. An expert in call centers and customer relationship management, Cisco Partner Activéo provides complete support for customers from the consulting stage right through to the implementation stage.

“Activéo has in-depth knowledge of our industry’s requirements and the functional issues related to customer relations that companies have to address,” says Jacquart.

The Cisco solution gives LMC the technology that it needs to meet its technical and operating requirements today and into the future. Cisco Unified CallConnector for Microsoft Dynamics CRM tightly links the Microsoft Dynamics CRM application with Cisco Unified Communications, providing sales, marketing, and service employees with enhanced productivity tools. Features include immediate information about inbound and outbound calls, “click-to-dial” capability, call duration tracking, and easy customer information capture and record creation. The result is a comprehensive solution that provides feature-rich telephony and mobility support at all three of LMC’s sites.

As soon as a call comes in, the system identifies the customer and displays the customer’s information on the call agent’s PC. Salespeople are more informed and responsive because they have all the relevant customer data at their fingertips when they are on the phone. Cisco Aironet® Wireless Access Points let mobile salespeople securely connect to the network and revise customer data sheets in real time, enabling their deskbound colleagues to be more responsive.

“The Cisco solution improves the quality of our customer relationships, because it gives us more knowledge and control over customer accounts,” says Jacquart. “The solution has made it easier for us to create and modify customer records, and we have enhanced our outgoing call capabilities, all thanks to Cisco Unified Communications.”

The Cisco solution has also enabled LMC to improve collaboration inside the company by making communication more convenient for employees, regardless of their location.

“We use our IP telephony solution to support desktop teleconferencing units in our meeting rooms,” says Jacquart. “Our employees use Cisco Unified Communications to set up conferences with one another to improve collaboration and make decisions more quickly.”

Business Results

Cisco Unified Communications has given LMC an intelligent, best-practices-based call center that lets the company deliver the highest level of customer service and empowers all employees to become more customer-focused.

“The ability to recognize incoming callers and track customer feedback and contact information helps us manage our inbound and outbound calls much more efficiently,” says Jacquart. “Our Cisco solution has not only improved relationships with our customers, it has also improved communication between our office salesforces and mobile salesforce.”

The Cisco wireless solution has unlocked several new benefits as well. The LMC workforce has become more mobile, and communication between warehouses and within the warehouses has been enhanced. Cisco Unified Wireless IP phones let staffers move around freely inside the large manufacturing facilities, yet remain available for immediate contact.

PRODUCT LIST

- Cisco Unified Communications Manager
- Cisco Unified Contact Center
- Cisco Unified CallConnector for Microsoft Dynamics CRM 3.0
- Cisco Unified IP Phones 7900
- Cisco Aironet Access Points

“All these solutions have enabled us to improve interactivity not only between deskbound teams and mobile teams, but also with our customers and prospective buyers,” says Jacquart. “LMC has always wanted to have state-of-the-art technology. It lets us present a modern corporate image, and has become critical to our success in our market. We are the only company in our industry to be this well equipped.”



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