



Customer Overview

Customer Responsiveness: Keeping Mobile Employees in Touch with Customers

THE CHALLENGE: PERSONALIZED SERVICE FROM 300 MILES AWAY

Barbara is a sales representative for a retail software firm. She needs to be constantly available to her retail clients, who expect personalized service for their customized sales systems.

While out of the country on a two-day trade show, Barbara learns that there is a software problem that could delay the rollout of a point-of-sale system for a client's new bookshop. She leaves an urgent voicemail at her main office. Barbara needs to solve the software problem, update her customer, and put the project back on track—fast.

Your employees are away from the office more than ever, working from hotels, their own homes, and even at their clients' offices. Yet your customers still demand fast responses and immediate results. Without the right network solution, employees on the move can be more difficult for customers to reach. And when they're away from their desks, they might have limited access to the business tools they need to do their jobs.

THE SOLUTION: SECURE MOBILE ACCESS

Mobile applications like instant messaging, text paging, voice services and network access on the road are changing the way people work together. With a secure, mobile network solution, you can give your employees immediate access to the information and tools they use each day, anytime, and from anywhere. Your customers can easily and quickly reach the employees that can best serve them. And advanced network security protects sensitive business information every step of the way.

Back at the trade show, Barbara's software manager calls her at her office number, and the call is automatically routed to her laptop computer. Barbara answers the call on her laptop, using a soft phone application that lets her computer act as a phone. Her software manager shares a project tracking application on his desktop screen, and goes over development timeframes and milestones. Working closely together in real-time, they find a way to shave two days off of the original schedule.

They launch a Web-based phone conference and invite the customer to join and discuss their plan. The new point-of-sale system stays on schedule, and the customer is satisfied—and doesn't even know that Barbara is actually 300 miles away and out of the office.

“As a not-for-profit entity, we continually look for ways to better serve not only our members but the communities that we're in. With this mobile unit, we can provide full banking services to people who are not close to any of our branches, as well as educate the community about banking and credit unions. This mobile branch really allows us to uphold our motto.”

—Jeff Snider, Vice President of IT and Marketing, People's Federal Credit Union

THE CISCO ADVANTAGE

Designed for your increasingly mobile business, the **Cisco Secure Network Foundation** helps you be more responsive to customers by making information and business applications accessible anywhere, anytime. The Cisco Secure Network Foundation enables on-the-road access from venues like public hotspots and hotels. It lets employees securely access their network on the road, and lets you provide guest access for your business headquarters and branch offices. The solution is designed to grow with you, so you can be confident that your network can change to meet new business needs.

For companies that need to make their operations more efficient, the **Cisco Unified Communications Solution** helps you bring together voice, video, data, and wireless communications for sophisticated phone and messaging services. Easy-to-use conferencing tools let you set up voice conferences to collaborate with customers and colleagues. Combining your separate data and voice networks into one IP infrastructure lets you simplify operations as you enable your network to do more for your business. Because the Cisco Unified Communications Solution provides support for wireless and mobile workforces, your staff can stay connected and productive, regardless of location.

A COMPLETE SOLUTION

Cisco Systems provides a complete solution that addresses the unique challenges faced by businesses like yours. Cisco, its channel partners, and service providers work closely with you to help you plan your network and ensure that your solution helps you support and optimize your business. You can implement your network solution over time in small, incremental steps, at the pace you choose. For businesses who prefer to outsource the operation and administration of their network services and focus more on their business, Cisco has global partnerships with proven service providers who can deliver and manage a range of services for you.

Flexible, affordable financing options from Cisco Systems Capital® enable you to choose the technology solution you need without a large up-front investment, so you can make better use of available budgets. To help ensure your network continues to support your business, service and support options such as Cisco SMB Support Assistant help keep your network up and running—and serving customers.

“We’re a small law firm, but we work with and compete every day with firms of 500 lawyers. It’s critical for me and my clients that I look as capable and am as productive as these big firms. With a Secure Network Foundation from Cisco, I have a network foundation that enables me to compete with big guys.”

—Dan Jenkins, Attorney and Owner of Jenkins Law Firm

FEATURED PRODUCTS

- Cisco Unified IP Communicator provides a software-based IP phone on the laptop
- Cisco Unified CallManager Express lets you handle phone calls over your IP network
- Cisco Unified Video Advantage offers desktop video conferencing on demand
- Cisco Unified MeetingPlace Express provides voice, video, and web conferencing
- Cisco Adaptive Security Appliance ASA5500 protects against multiple threats to safeguard sensitive customer information
- Cisco 3800/2800 Integrated Services Routers and Catalyst Express 500 Switch support voice and video traffic over the network
- Cisco Aironet Access Point provides secure wireless networking

NEXT STEPS

To learn more about how Cisco solutions can help your mobile employees stay responsive to customers, contact your authorized Cisco sales representative.

Or visit Cisco’s Smart Business Assessment Tool at <http://www.smartbusinessassessment.com>.

The Smart Business Assessment Tool lets you create a customized report that prioritizes your business challenges and shows how technology can address them.



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