

Unified Communications Benefits Case Study

New Unified Communications deployment raises productivity and flexibility for Cisco sales staff.

BUSINESS BENEFITS

- Greater employee productivity
- Improved customer responsiveness
- Better work/life balance for employees
- Cost savings for companies
- Improved collaboration

"I find that my phone rings less, and I have fewer voicemails, even less email, because I handle most issues in a single call."

— **Randy Sorensen, Regional Sales Manager, Enterprise Voice**

Cisco equips its employees with the best communications tools available, but communications styles are changing, and employees need next-generation tools to keep business moving in real time. Furthermore, employees are under pressure to increase workplace productivity by finding economies in their time usage.

Cisco® IT embarked on an early deployment of several unreleased Unified Communications tools, arming 3500 Cisco employees with capabilities designed to increase their productivity and workplace flexibility. To gauge the results of this deployment, Cisco IT conducted a detailed survey among the new product users and found some impressive results, quantifying adoption rates and productivity gains for the new Cisco Unified Communications feature set.

New Cisco Unified Communications tools save time for Cisco employees, leading to productivity gains.

Modeling based on survey responses from Network-Enhanced Workspace (NEW) field trial participants indicates an employee productivity gain of 2.8–3.5 percent. To illustrate the value of that gain, if Cisco's entire sales force (roughly 15,000) used these new Unified Communications features, it would translate to an annual benefit of US\$63 million to \$80 million.

Customers enjoy improved responsiveness when employees use features such as Single-Number Reach and Single Business Voicemail. New mobility features help users receive calls and check voicemail from the communications device of their choice, with the simplicity of a single voicemail box.

NEW tools enhance employees' ability to collaborate with ease and spontaneity. With features such as WebEx® Conferencing and Click-to-Dial, a user can quickly and easily see which colleagues are available, click to initiate a call, draw in other coworkers to the call, and change the voice call into a videoconference with document sharing.

Cisco can reduce mobile phone charges using sophisticated Unified Communications technologies. About 19 percent of the survey respondents said that the dual-mode capability, which enables their PDAs to act as both a mobile phone and an IP wireless phone, "has made my daily work experience much better or more efficient." Another 41percent said, "I can see a real benefit here." Dual-mode can save companies money by shifting calls made from mobile phones onto the corporate IP network. And NEW technologies, particularly video capabilities such as Cisco Unified MeetingPlace®, WebEx, and WebEx Connect, promote new levels of smooth collaboration that reduce the need for travel to meetings, which is another way these products can help companies lower their costs.

FOR MORE INFORMATION

To read the entire case study or for additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT www.cisco.com/go/ciscoit

NOTE

This publication describes how Cisco has benefited from the deployment of its own products. Many factors may have contributed to the results and benefits described; Cisco does not guarantee comparable results elsewhere.

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