

Heavy Equipment Manufacturer Expands Sales, Marketing and Production Supported by Mitel's Networked Business Solution

CUSTOMER NEEDS:

- Automated 24/7 call center capabilities with integration to CRM
- Universal messaging to integrate voice and electronic message management
- Modular, flexible and feature-rich phone system that can be expanded to other locations
- Ability to seamlessly tie in remote and mobile employees to central phone system
- Interoperability

SOLUTION COMPONENTS:

- Mitel 3300 Integrated Communications Platform (ICP) with integrated ACD
- Mitel 6100 Contact Center Solutions
- Mitel 6110 Contact Center Management
- Mitel Teleworker Solution (6010)
- IP Phones
- Wireless phones

RESULTS:

- 50% estimated annual reduction in telecommunications costs (\$20,000 to date)
- \$120,000 in cost avoidance due to improved workflow
- Nearly \$180,000 in employee productivity gains
- \$25,000 reduction in system maintenance costs
- Efficient, automated call center with seamless integration to SAP CRM system
- Flexible phone and call center solution that will expand and grow with the business



JCB's North American headquarters houses a diverse set of needs, including sales and marketing office staff, a call center, warehouse employees and a manufacturing shop floor. JCB needed a flexible, modular system that could handle its diverse needs and anticipated growth.

"Our phone systems are extremely critical to our business because we conduct most of our business and establish relationships by phone," explains Paul Limon, JCB's Manager of Information Systems. "From this one facility we cover sales, marketing and service for all of Canada and the U.S."

Since choosing and implementing a Mitel Networked Business Solution, JCB has gained the flexibility and efficiencies it needs to enhance and expand its business, and they have reduced their telecommunications costs by 50%.

Service is King

"In our plant, we assemble orders and ship them out to our dealers, while our service organization handles all warranty issues called in by our dealers," Limon explains. "It was extremely important to have a call center that we could integrate in real-time with our customer relationship management (CRM) database."

The 6110 Contact Center Management solution enables JCB to improve client service and contact management. Limon was pleased: "The features of the Mitel system are way beyond anything we could ever do with our old analog – or even a hybrid analog – system."

Customer Experience

→ JCB Inc.

ABOUT JCB INC.

Business type: North American headquarters of construction equipment manufacturer

Customers: Dealerships across North America

Number of employees: 350

Facility: 500,000 square feet with offices, warehouse and manufacturing floors

Location: Savannah, Georgia

“Our call center has really changed the way we approach our CRM. There is very little manual entry required, because the system is smart enough to identify where a call is originating and automatically pull up the database concerning the previous history of that customer. For us, this was the greatest advantage of the Mitel solution.”

– Paul Limon, Manager of Information Systems, JCB Inc.

“Our call center has really changed the way we approach our CRM,” Limon continues. “There is very little manual entry required, because the system is smart enough to identify where a call is originating and coordinate the delivery of the customer’s history to the agent’s desktop with the voice call. For us, this was the greatest advantage of the Mitel solution.”

Limon saw that the Mitel Networked Business solution would also enable JCB to provide better service with greater efficiency – capabilities it would need to support its future growth. “The challenge for us is to always provide a human voice at the end of the line. We also need to be able to extend our regular hours to cover dealers in other time zones, like the west coast, where our market share is growing dramatically. The Mitel solution will help us do that without having to hire a lot of extra people.”

Limon estimates that workflow improvements alone represent “\$120,000, chiefly improved communications resulting in fewer parts returns and warranty claims, and increased machine sales.” He also calculates employee productivity improvements at nearly \$180,000 per year.

Rapid Return on Investment

Limon lists many other benefits of the Mitel Networked Business solution. The solution’s centralized, web-based management system has “dramatically decreased our maintenance requirements. People just pick up their phones and hook them into new locations in the building within a couple of minutes. We no longer have to re-cable, re-program or troubleshoot phones.”

Mitel is also providing them with tools to manage communication overload. Limon continues, “With universal messaging, we can meld voice and electronic messages together in one package.” Local, mobile employees are also easier to communicate with, thanks to the wireless phones. “We maintain communications with the shop floor much better, and the wireless phones are simply extensions on the main phone system.”

Mitel is also facilitating business wide communication and collaboration for JCB’s field staff, spread across Canada and the U.S. “The Teleworker Solution (6010) will allow us to treat our field staff as local extensions off our main system,” Limon enthuses. “There will be no long distance charges between locations and they’ll be very easy to connect. This is one of the most exciting developments of the Mitel implementation.”

Not to mention the cost savings. JCB can reduce their total cost of ownership by using their existing network infrastructure without re-cabling for the new communications infrastructure. Limon adds, “We’ve seen a 25% drop in our telecoms budget in the first six months after implementing the new system. I expect that to double by the end of the year – that’s close to \$100,000 in savings this year, plus about \$25,000 savings in system maintenance.”

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