

From Regional Operator to National Operation with Mitel Phone System

CUSTOMER NEEDS

- A single, integrated phone system to unite multiple regional offices and to support new office locations
- Automatic Call Distribution across all locations
- Toll bypass

SOLUTION COMPONENTS

- Mitel 3300 Integrated Communications Platform (ICP) with embedded voicemail, unified messaging, Automatic Call Distribution (ACD)
- Mitel Teleworker Solution
- Mitel 5310 IP Conference Unit
- Mitel IP Phones
- Mitel Contact Center Solution

RESULTS

- Saving more than \$1,000/month long distance calling between office locations
- Achieved a single, seamless operation across six regional offices
- Easily supports new employees and home-based sales staff
- Flexible to incorporate new advances in technology and applications as they become available



Since his father acquired Courier Express in 1990, Jim Messerly, President, has watched the company's steady growth into freight and warehousing services. Today, Jim, his father and brother oversee a six-office, multi-warehouse business that operates 24x7x365.

By 2004, the Messerlys realized that the company needed to operate as a unified entity rather than as multiple regional offices. The old analog phone system was one of the key sticking points in achieving that goal.

"Each location had a separate phone system and was on its own exchange," Jim Messerly remembers. "That system didn't let us function well as a multi-site operation."

Since implementing a Mitel® IP-based phone system, however, Messerly says everything has changed.

A Seamless Business with National Reach

Thanks to IP technology and the Mitel 3300 Integrated Communications Platform (ICP), IP phones and Automatic Call Distribution (ACD) capabilities, Courier Express now communicates as a unified operation.

Core to that is the way in which calls are handled. "Each office handles its own calls during the day," Messerly reports, "and at around 6:00 p.m., the regional offices transfer their calls to headquarters in Marietta. When all the ACD agents at one location log off, the calls are automatically transferred here."

Not only is the 24-hour phone service seamless, Messerly says it's also personalized. The system is configured so that when calls are rerouted from the regional offices, the person answering can see where the call is from. "If a call comes in from Nashville, we answer as 'Courier Express Nashville'. This increases our customer service capabilities."



it's about **YOU**

Customer Experience

→ Courier Express

ABOUT COURIER EXPRESS

Type: A 24x7x365 courier, freight and warehousing operation

Serving: Business customers

Locations: Headquarters in Marietta, Georgia, with regional offices in Alabama, South Carolina, North Carolina, Florida and Tennessee

Employees: 100 full-time staff plus freight drivers and contractors

Website: www.courierexpress.net

Solution provider: United Technology Group LLC: www.utgsolutions.com

"The Mitel phone system has made our operations ONE. The physical distribution of our offices is not as important now because we have a presence as a company thanks to IP technology, and Mitel is an instrumental part of that. Life without Mitel or IP is unimaginable now."

– Jim Messerly, President,
Courier Express

Intra-office communication has also improved dramatically with four-digit dialing between locations. "Now, there's no difference between me being next door to my brother in his office versus being four hours away in the Charlotte office," Messerly raves. The company is also saving on long distance charges between locations, which, at 70 per cent of the company's long distance calls, added up to more than \$1,000 each month using the old phone system.

A Better Functioning Company

Despite the hard dollar savings, Messerly emphasizes that the most important benefit of the phone system is the unified corporate culture it enables. "Our ability to communicate with the offices and work with them like they're just next door has made us function better." With the use of unified messaging each employee now has voice mail, which was previously cost prohibitive, and voice mails can be automatically forwarded as sound files to the employee's email account.

Messerly also holds weekly conference calls with the company's General Managers using the Mitel 5310 IP Conference Unit. "I just dial their extensions and it doesn't cost me a penny," he reports. "It's the next best thing to them being in the room with me. Our increased level of communication with regional offices has allowed them to grow much more."

With the Mitel Teleworker Solution, Messerly and other staff can work from home as if they were in the office – even using the paging feature on the teleworker phone to page employees at the office. "If a sales person we want to hire can't relocate, it's no longer a deal breaker because we can just set them up from a home office with all the same capabilities."

And ACD allows the company "to do pretty much anything we want with calls. I can have as many call groups as I want and rotate calls between groups – if Group A is busy calls go to Group B and so on. There's no more chaos now."

"The Mitel phone system has made our operations ONE," Messerly concludes. "The physical distribution of our offices is not as important now because we have a presence as a company thanks to IP technology, and Mitel is an instrumental part of that. Life without Mitel or IP is unimaginable now, because of the closeness that it brings us even as we grow outward as a company."

North America

(613) 592 2122
1 800 648 3579

Benelux

Tel: +31 (0)30 85 00 030
Fax: +31 (0)30 85 00 031

Middle East

Tel: +971 4 3916721
Fax: +971 4 3915288

Latin America

(613) 592 2122
1 800 648 3579

Italy

Tel: +39 02 2130231
Fax: +39 02 21302333

South Africa

Tel: +27 82 559 8688
Fax: +27 11 784 6916

UK

Tel: +44 (0)1291 430000
Fax: +44 (0)1291 430400

Germany, Switzerland, Austria

Tel: +49 (0)211 5206480
Fax: +49 (0)211 52064899

Asia-Pacific

Tel: +852 2508 9780
Fax: +852 2508 9232

France

Tel: +33 (0)1 61 37 00 90
Fax: +33 (0)1 61 37 00 99

Portugal and Spain

Tel: +34 91 350 66 33
Fax: +34 91 350 70 14

www.mitel.com



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GD 10276 PN 51009910RB-EN