

Trade Show Management Firm Increases Responsiveness

Everything Tradeshows uses the Cisco Smart Business Communications System to improve call responsiveness.

EXECUTIVE SUMMARY
<p>EVERYTHING TRADESHOWS</p> <ul style="list-style-type: none"> Professional services provider Davie, Florida 9 employees <p>BUSINESS CHALLENGE</p> <ul style="list-style-type: none"> Enhance call responsiveness Increase sales leads Reduce costs
<p>NETWORK SOLUTION</p> <ul style="list-style-type: none"> Deployed a Cisco Unified Communications 500 Series for Small Business appliance with voice and messaging systems
<p>BUSINESS RESULTS</p> <ul style="list-style-type: none"> Enabled faster response to customer messages Increased telemarketing calls by 500 percent Reduced costs of phone lines and system management

Business Challenge

When a customer calls Everything Tradeshows, a nine-employee company in Davie, Florida, the matter is often urgent. “If a trade show booth has not arrived, the customer expects to be able to reach one of the partners right away,” says Chris Chase, managing partner. “Our telephone and voicemail systems are absolutely crucial for our company’s success.” Everything Tradeshows provides all products and services that customers need to participate in tradeshows, from displays to logistics management and hospitality management. The company’s reputation for outstanding customer service has attracted large businesses such as Royal Caribbean Cruise Lines and the Florida Marlins.

Everything Tradeshows previously used a key system, but its lack of features and flexibility impeded responsiveness and productivity. For example, every phone in the office rang whenever a customer called. The constant interruptions hurt productivity, and customers had to wait to have their calls transferred. In addition, employees who worked from home or while traveling had no way of knowing whether they had voice messages other than constantly calling the voicemail system to check. “We wanted a new system that would help us work more efficiently from any workspace: office, home, hotel, or trade show,” says Chase.

The company also wanted to increase the productivity of its full-time telemarketer by reducing the time that she spent dialing phone numbers from Microsoft Outlook and prospective customers’ Webpages.

“Time savings are the main benefit of our Cisco Unified Communications solution. One-click dialing enabled our telemarketer to increase the number of calls in a four-hour period from 20 to 100, a 500 percent improvement.”

—Chris Chase, Managing Partner, Everything Tradeshows

Network Solution

After evaluating several solutions, Everything Tradeshows selected the Cisco® Unified Communications 500 Series for Small Business. “The Cisco solution is easy to use and provides the best productivity features and expandability of every system that we tested,” says Chase. “In addition, it was the only platform that included a firewall, which would have cost more than US\$500 to purchase separately.”

Everything Tradeshows hired CPT of South Florida, Inc., a Cisco Premier Partner, to set up the system. CPT works with small and medium businesses in the southeastern United States to plan, install, and manage IP telephony, information security, and wireless solutions that meet specific business needs. The Cisco Unified Communications 500 Series for Small Business supports eight users, and CPT added the Cisco Catalyst® Express 520 Series Switch to support an additional eight users, giving the company the capacity to almost double its staff without any expense other than new IP phones. “With the Cisco Unified Communications 500 Series for Small Business, Everything Tradeshows only needed to purchase and manage one unified platform instead of three separate devices for voice, data, and security,” says TJ Spohn, vice president, CPT of South Florida. CPT supports the system remotely, over the network, saving Everything Tradeshows the US\$200 minimum cost of an onsite service call.

To increase the number of calls that the telemarketer can make during a work shift, CPT installed Cisco Unified CallConnector for Microsoft Windows software. In conjunction with the Cisco voice system, the software enables the telemarketer and other employees to dial customers and prospects simply by clicking a phone number in Microsoft Outlook or on a Webpage.

CPT explained the different ways that the Cisco Small Business Communications System can improve the customer experience, and Everything Tradeshows chose to set up its system so that all customer calls are answered by an automated attendant. Customers hear a short greeting and then are instructed to press a number for the sales or accounting department or for a particular individual. “Not having all the phones constantly ringing improves our efficiency and the office atmosphere,” says Chase.

“We can manage the Cisco solution over the network, which means that our customer does not need to pay for travel time and onsite technician time. We have a two-hour minimum for onsite visits, but no minimum for remote management. Therefore, a fifteen-minute configuration change costs Everything Tradeshows US\$25 instead of US\$200.”

—TJ Spohn, Vice President, CPT of South Florida, Inc.

Business Results

More Telemarketing Calls, More Leads

All employees at Everything Tradeshows are expected to generate business. Now employees and the dedicated telemarketer can make more calls because dialing is faster: they can simply click a phone number on the computer screen to dial their phone automatically. “Time savings are the main benefit of our Cisco Unified Communications Solution,” says Chase. “One-click dialing

enabled our telemarketer to increase the number of calls in a four-hour period from 20 to 100, a 500 percent improvement. Our sales leads have increased proportionately.”

Increased Responsiveness

When employees are in the office, the message-indicator light on their Cisco Unified IP Phone lets them know immediately if they have a message, enabling them to respond more quickly. CPT recommended that Chase use a Cisco Unified IP Phone 7970G, which shows if any employee has a message waiting. If employees are out of the office, they can listen to the message from their own phone and respond immediately if the matter is urgent.

Even mobile employees can tell right away if they have a new message on their office phone, extending the workspace outside the four walls of the office. “As soon as someone leaves a message on my office voicemail, I receive an e-mail on my personal digital assistant,” says Chase. “My customer receives a faster response, and I save myself the time that I used to spend calling the voicemail system to check if I had any messages.”

Reduced Costs

Everything Tradeshows used to have to pay for a new analog phone line whenever it added a new employee. Now, the company can simply request a new digital line, which is much less expensive. The company also saved itself the US\$500 cost of a separate device for network security.

The Cisco Unified Communications 500 Series for Small Business also simplifies management compared to the previous voice system and switch. One reason is that it is far more reliable than the consumer-grade equipment that most small companies use, according to Spohn. “Also, we can manage the Cisco solution over the network, which means that our customer does not need to pay for travel time and onsite technician time,” he says. “We have a two-hour minimum for onsite visits, but no minimum for remote management. Therefore, a fifteen-minute configuration change costs US\$25 instead of US\$200.”

Enhanced Professionalism

The automated attendant on the Cisco Unified Communications 500 Series for Small Business is more flexible than those on most small-business systems, according to Spohn. “Automated attendants on small-business systems typically only give callers the option to connect to a particular individual,” he says. “With the Cisco solution, Everything Tradeshows can also give its callers the option to indicate the department that they need, such as sales or accounting. This gives the company the feel of a much larger company, which helps it attract larger customers.”

PRODUCT LIST

Routing and Switching

- Cisco Catalyst Express 520 Series Switch

Cisco Unified Communications

- Cisco Unified Communications 500 Series for Small Business
- Cisco Unity Express
- Cisco Unified IP Phone 7970G, 7961G, 7931G, and 7941G
- Cisco IP Communicator
- Cisco Unified CallConnector for Microsoft Windows

Security

- Cisco Unified Communications 500 Series for Small Business Switch

Next Steps

Everything Tradeshows plans to use its Cisco Unified Communications 500 Series for Small Business in new ways to further improve productivity and increase sales. One plan is to begin using videoconferencing to make phone calls more personal. “I will be able to meet with clients or employees from home or a hotel using my PC with Cisco Unified Video Advantage software and a camera,” says Chase.

The company will also be able to hire another telemarketer with very low startup costs, simply by installing Cisco IP Communicator software on the agent's PC. Chase can use Cisco Server CallConnector to monitor the number of outbound and inbound calls and determine whether the new agent is productive.

Chase concludes, "The Cisco Unified Communications solution is improving our responsiveness today and will also enable us to grow without having to make major purchases."



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