

**Solutions Brief for
Professional Service Firms**
A Solutions Brief
By
Shoretel



SOLUTIONS BRIEF FOR PROFESSIONAL SERVICES FIRMS



For professional services firms, business has never been more challenging – more competitors, more aggressive pricing and more demanding customers. Whether you provide legal services, engineering services, IT services or architectural services, senior managers are being asked to retain the most profitable clients by increasing service levels and improving productivity while reducing operating expenses. Your ability to meet these challenges depends, in large part, on the performance of your phone system.

The ShoreTel IP phone system was designed to help you meet these challenges. The ShoreTel system delivers enterprise-class telephony features to your entire organization – from headquarters to the smallest office to the consultants on the road – uniting everyone in a single voice system. As a result of this single system design, Professional Services firms have been able to leverage new technology to meet these seemingly impossible business mandates.

CHALLENGE: IMPROVE CUSTOMER SATISFACTION WITHOUT INCREASING COSTS

Customer Satisfaction determines the winners and losers in the professional services industry. Customer Satisfaction means having the right person in your organization get back to the customer quickly with the right answer. The ShoreTel IP voice system is designed to help Professional Services firms do just that.

Workgroups and Presence, Connect Your Customers to the Right Person - Anywhere

The ShoreTel system provides easy and intelligent call distribution across all offices in the entire organization. Whether the right person is located in the same city as the caller, or is located at your headquarters, branch office, on the road, or is working at home, the ShoreTel system quickly and seamlessly delivers your customer to the person with the answer. Workgroup and call handling features allow you to pre-configure customer call handling modes across all of your offices. And with ShoreTel's real-time presence features, before you transfer a call to anyone in any of your offices, you can see whether the person is busy, and handle the customer more effectively.

Follow-me Call Handling, Don't Miss Important Customer Calls

Professionals are often working with clients at their site or en-route. "Road warriors" need their calls to reach them where they are. ShoreTel's Follow Me call handling gets your calls where they need to be by following the forwarding instructions in the call handling mode. Five call handling modes give you complete control over how you manage your inbound calls. In a meeting? Send all calls directly to a colleague or to voice mail. Out of the office? Send calls directly to your cell phone. Follow-me call handling can also be set in your Outlook calendar. And to keep in touch when you can't answer the phone, voice-mail notification alerts you to new messages on your pager, cell phone, or any email address.

"With ShoreTel, our IT staff can easily and quickly do all the work needed to add a new employee or even a new office."



“With ShoreTel we improved our loan growth, member satisfaction and leveraged our high-value experts across all area branches.”

Contact Screen Pop, Know Who is Calling You – and Why

You're on the phone making travel reservations when one of your most important clients calls. Using your Outlook Contact information, the ShoreTel system presents the client's name and phone number in a screen pop on your PC. With two clicks, you can put the reservation clerk on hold, and pick up the client call. If you want to know why the client is calling, tie the ShoreTel system into your Customer Relationship Management software. When the client calls, the screen pop tells you the client name, as well as real-time information about their account.

Extension Monitor, Administrative Assistants are Front Lines to Customer Satisfaction

Administrative Assistants are on the front lines of delivering outstanding customer service. With ShoreTel's extension monitor, assistants receive real-time information about selected users on the system. An extension monitor provides a virtual "Busy Lamp Field" delivering more useful information than basic phone lamps. A simple double-click allows assistants to cover the call by bringing it right to their phone. They can send the call back as easily by "dropping" the call onto the destination extension. This means calls are more likely to reach the right person the first time, improving both productivity and customer satisfaction.

CHALLENGE: IMPROVE PRODUCTIVITY

Professional Services firms frequently draw upon experts from various locations to work together in a highly-collaborative way for the duration of a client project. The ShoreTel IP phone system is designed to unite everyone in a single voice system, resulting in significant productivity improvements without increasing cost.

Intuitive Call Handling, Highly Productive Virtual Project Teams

The ShoreTel system has the most intuitive user interface for setting up conference calls and forwarding calls that ShoreTel changes the way that people work. Virtual Project Teams across multiple sites can easily set up ad hoc or scheduled conference calls to collaborate on projects. You no longer have to remember convoluted key combinations, or call your IT manager for help in setting up a call. Complete control over calls means consultants are more productive in working on client projects. The days of remembering long office numbers and extensions are gone.

One Receptionist, Multiple Sites

Because the ShoreTel system gives your receptionist (and other users) real-time information about system users, it's easy to have one receptionist handle multiple sites. At a glance, the receptionist can tell if a user is on the phone or has calls forwarded, whether they are in the next office or the next state.

Embedded Reliability, Ensure Uptime

The ShoreTel system has a unique distributed call control architecture – call processing is provided by each and every voice switch. This innovative approach has no single point of system failure and delivers high system availability. In the ShoreTel system, call control resides in embedded hardware,



not a PC-based server like other vendors. ShoreTel delivers 99.999% voice switch availability with plug-and-play replacement.

Contact Click to Dial, No More Looking up Phone Numbers.

The ShoreTel system integrates seamlessly with Microsoft Outlook. You no longer need to remember phone numbers. You dial by name. And when callers try to reach you, you will instantly see the name of the person calling.

**CHALLENGE:
REDUCE OPERATIONAL COSTS**

Professional Services firms with multiple locations can significantly reduce operational costs with ShoreTel. Hundreds of thousands of dollars can be saved in least-cost routing and phone system management alone.

Unite Offices, Reduce Costs with Least Cost Routing

With the ShoreTel system and its single, united telephone image, organizations are able to implement least-cost routing using voice-over-IP (VoIP) over their WAN to divert enterprise telephone traffic from the public network to corporate data networks dramatically reducing long distance costs.

Experio IT Director Michael Shisko has documented \$1.67 M in savings from their ShoreTel system over a 5-year period of time. The cost savings spanned equipment and installation costs, as well as ongoing support, and least-cost routing. Experio's long distance rates were reduced from \$25 / mo / employee to \$6 / mo / employee.

Intuitive Multi-Site Management, from Anywhere

ShoreTel is the only vendor to provide multi-site manageability for enterprise voice communications with a "single image system." The ShoreTel system uses a browser-based tool that manages an entire voice network across all branches and headquarters, centralizing and simplifying administration and dramatically reducing support requirements. Gone are the days of waiting weeks for your vendor to perform simple moves, adds, or changes. the ShoreTel system enables you to take control – to respond to changing business needs – and change system configurations in minutes from anywhere.

"With our old setup, we had a motley collection of PBXs and key systems," said Ron Pike, IT manager for EDAW. " Every time we set up a new office, we had to buy a new PBX, have a vendor configure and install the PBX, and the PBXs were never designed to talk to each other. Adding or moving an employee was another kind of nightmare, with a day's wait or more, and a hefty charge from a service technician. With ShoreTel, our IT staff can easily and quickly do all the work needed to add a new employee or even a new office."

For increased customer satisfaction and improved employee productivity while reducing operational costs, ShoreTel revolutionizes telephony for professional service firms.

"With ShoreTel I took a motley collection of PBXs and key systems and built a unified voice system that leverages my corporate data network."