# Unify OpenScape Business

# Unified Communications offer ACP a different, more efficient way of working

ACP is the Belgian market leader in $CO_2$ recycling and distribution. With a track record going back almost 120 years, the SME numbers a lot of beverage industry majors among its customers. ACP distributes $CO_2$ throughout Europe from 4 production units. Says general manager Jan De Ridder: "Ease of communication with our customers and colleagues at the various sites is vital. In our business, we have to be able to react fast."

De Ridder: "$CO_2$ is used in dozens of applications. We all know about the bubbles in soft drinks, but $CO_2$ is also used in industrial cleaning. And also as a packaging gas in the food industry to keep products fresh for longer."

## The Task

- Permanent availability, even at weekends
- Smart transfers between colleagues
- Keeping Total Cost of Ownership under control

## The Solution

- SIP trunking
- Atos Unify OpenScape Business
- Unified Communications
- Keeping the telephones and switchboard
- Linking with Outlook and initial training

## The Benefits

- No more lost calls
- Fast and accurate transfers, to the right colleagues - even at weekends
- A new way of working, focusing more on transparent communication
- Cost savings thanks to SIP trunking

### Maximum availability

De Ridder continues "We went to Nextel because we urgently needed help. CO2 is critical to production for a lot of companies – in the beverage industry, for example. On-time delivery is therefore essential – including at weekends. That was when things tended to go wrong. Say a customer tried to reach us on Saturday or Sunday, the call was automatically transferred to the person on duty, to a mobile phone without number recognition. If this person just missed the call, he or she saw the general number. It was impossible at that point to trace who had called and why."

IT manager David Rutten picks up the story "Nextel analysed our request, but also looked deeper and studied our actual everyday situation together with an external consultant. They looked at how we handled telephones generally here. The analysis highlighted a number of other issues: that Reception shouldn't have to handle the endless stream of call transfers, for example. And that we too often kept callers waiting too long."

### Learning to work differently with Unified Communications

Rutten continues "On Nextel's advice we switched to Unified Communications from Atos Unify, and to SIP trunking as our call handling technology. That solved our weekend problem at a stroke. It also makes call routing simpler, because transferred calls don't automatically return to Reception. For example, if someone calls a financial controller's number, they presumably have a financial query. If the person they're calling is in a meeting, the call now goes to his or her immediate colleague, who can probably give the right answer to the customer's question. That makes much better sense."

Management assistant Laura Geladi adds "Obviously Unified Communications only works well if everyone in the company is singing from the same song sheet and more or less aligns their usual way of doing things with the system. For example, it's crucial to schedule meetings correctly. Inevitably this kind of thing occasionally meets with resistance – it does feel a bit like supervision. But of course it isn't. Also, after an induction period, everyone feels the benefit of this way of working. Especially the customers."

### Measurable added value

De Ridder continues "What we really appreciated was that Nextel didn't drive up our costs. We'd installed a new switchboard six years ago, and the software could simply be linked to that. So all we needed was licences and a handful of added devices with extra functions. All in all, the investment was limited: over the next five years we'll be paying around the same as in the past five, but instead of paying back on the switchboard we'll be paying licence fees. The switch to SIP trunking has also been good for our phone bill: we pay much less now for the same number of calls."

Rutten concludes "An important feature is that the new technology makes many, many things transparent and measurable. We know now that far fewer calls are lost, and our reception staff's availability has also improved. But our gut feeling also tells us that we're working more efficiently now. Meetings are scheduled more correctly and we're sticking to agendas better. And our accessibility is much more predictable."

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