

Business Services Provider Improves Information Management

Opera Labori provides better customer service by integrating communications

EXECUTIVE SUMMARY

OPERA LABORI

- Industry: Business consulting, training, personnel selection
- Location: Brescia, Italy
- Number of Employees: 17

CHALLENGE

- Create a scalable voice and data infrastructure that can be easily moved to a new site
- Interconnect telephone system with the Microsoft CRM application
- Better manage the internal telephone costs between the three business divisions

RESULTS

- Employees have access to the right data at the right time
- Increased customer satisfaction
- Reduced telecommunications costs

SOLUTION

- Converged network allows voice and data integration
- Call management system supports efficient information sorting

Challenge

With three divisions; consulting, personnel search, and training, service provider Opera Labori understands the importance of efficient information management. Since its inception in 2003, the company has focused on technological innovation – especially in the areas of business communications and information management – to help it productively manage the vast amounts of data necessary to provide excellent customer service. “To us, good service is the ability to use the right information at the right time to respond to our clients’ needs quickly and effectively,” said Matteo Manerba, CEO of Opera Labori. “To do that, we needed to correctly integrate information from several sources.”

The information that Opera Labori needed to integrate arrived daily via data, fax, and voice communication. Employees found it difficult to quickly access the data that they needed from this

diverse set of media, and often did not have the necessary information when a client called. Opera Labori believed that better data access would improve the client relationships that were critical to business success.

A new telephony solution with a traditional switchboard would result in very high fixed costs and a heavy and binding dependence on one carrier. Traditional voice solutions also lacked the innovative capabilities that Opera Labori needed, such as integrating the telephone system with their customer requirements management (CRM) application.

Opera Labori needed a solution that would provide an integrated flow of information. That meant converging data and voice on a single platform. “From various studies and analyses, we learned that converging our phone, fax, and email within a single network infrastructure was the only plausible solution to our needs,” said Manerba.

After evaluating different options, Opera Labori selected a Unified Communications solution from Cisco.

“The automated aspects of the system are an enormous advantage. We benefit internally from the more professional call management system, and our clients see us as a more complete organization.”

– Matteo Manerba, CEO, Opera Labori

Results

Opera Labori chose the Cisco system with the help of systems integrator Texor, a long-time Cisco partner.

Texor created a personalized solution that met Opera Labori’s needs, and presented the new system to employees in a way that they could easily understand. Opera Labori’s employees quickly realized that Unified Communications gave them instant access to services that improved the way they worked. “The Cisco® IP Phone has simplified our work processes by facilitating internal communications and allowing us to manage a greater number of lines, while maintaining the basic functions of the traditional telephone,” said Francesca Scarsi, Manager of the Opera Labori Training Division.

Managing adds, moves, and changes within a site is also faster and much more cost-effective. Tasks such as moving a workstation or adding a telephone are significantly easier than with traditional systems. “The ease of management, with the ability to move devices without external intervention, is an enormous benefit and allows for unprecedented savings. It is now an approach to processes that we could not do without,” said Manerba.

The financial benefits also include more service autonomy that supports separate internal control and cost centers for each division. A caller identification feature helps direct each call to the correct operator and division, so clients receive the impression of greater efficiency. The cost of outgoing calls is automatically allocated to the appropriate division.

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Overall, Opera Labori has seen a positive return on its investment in the Cisco solution and expects that future telecommunications costs will be reduced.

Solution

The new infrastructure at Opera Labori is based on Cisco Unified Communications Manager Express, which provides call processing for Cisco Unified IP phones. The application is installed on a Cisco Integrated Services Router (ISR), enabling the Cisco ISR to deliver the unified communications features that small businesses need to meet their voice and video communications requirements.

The entire solution is highly scalable, providing immediate operability and gradual growth. Implementing the project also solidified the relationship between Opera Labori and Texor, in which Cisco is the common denominator. “There was a good rapport between the companies, and the technology was a great match for our needs. The combination of Texor and Cisco was an obvious choice,” said Manerba.

For More Information

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