

CUSTOMER EXPERIENCE



ABOUT TELE2 ZAKELIJK

Tele2 Zakelijk is a telecommunications company that primarily focuses on the Benelux market. Tele2 Zakelijk's headquarters are located in Amsterdam. They own an extensive telecommunication network that uses the latest technologies to provide business and residential customers with voice, data and internet services.

CUSTOMER NEEDS

- Less hardware (integration) to communicate effectively
- IT integration helps operational management to lower costs
- Acquire experience with IP technologies like softphone, video conferencing and collaboration to support sales

"The Instant Messaging feature on Unified Communicator Advanced [formerly Your Assistant] is ideal to leave a colleague a message and in some cases it is even easier than calling or mailing because you can get an instant response. The presence information from Unified Communicator Advanced [formerly Your Assistant] is another feature that demonstrates our ability to work in a different, more effective way. If I see my colleague is in a meeting then I will wait for his return or contact someone else that can help me."

– Joost Mertens, Product Manager,
Business Telephony Tele2 Zakelijk

Tele2 Zakelijk Experience New Ways of Working with Mitel IP Solution

Tele2 Zakelijk* is a telecommunications company that primarily focuses on the Benelux market. Tele2 Zakelijk's headquarters are located in Amsterdam. They own an extensive telecommunications network that uses the latest technologies to provide business and residential customers with voice, data and internet services.

Tele2 Zakelijk's business telephony controls and supports 60,000 workplaces across the Benelux region. Joost Mertens, product manager, business telephony says, "as a service provider we are faced with fierce competition and it is crucial that we focus on delivering added value to our customers. Through our managed service offering, we have noticed a growing interest from large enterprise customers and as a result more and more traditional PBX telephone services are now being replaced by IP technology."

With the increased customer demand of IP telephony Tele2 Zakelijk selected the Mitel® IP product portfolio to take to market and being a true advocate of the Mitel brand Tele2 Zakelijk implemented a Mitel IP solution at its head office to experience the major benefits of IP along with their customers. Tele2 Zakelijk decided upon a forklift upgrade and replaced the existing TDM PBX with a total Mitel IP environment. The Mitel IP Solution consists of: the Mitel 3300 IP Communications Platform (ICP), Mitel Unified Communicator Advanced, Mitel IP DECT solution, Mitel Teleworker solution and the Mitel Enterprise Manager.

New Ways of Working

All 700 employees received a webcam, a headset or handset to operate the softphone on the Mitel Unified Communicator Advanced that replaced the normal desk phones, which can now only be found in conference rooms.

* Tele2 Zakelijk is a trademark of Tele2 Nederland B.V.



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TELE2 ZAKELIJK

SOLUTION COMPONENTS

- 880x Mitel Unified Communicator Advanced Softphones with video-conferencing and collaboration
- 6x Mitel 3300 LX Controllers
- 30x Mitel 5220 IP Phones
- 90X DECT phones (existing equipment used again in Mitel IP DECT environments)
- Mitel Teleworker Solution
- Mitel Enterprise Manager
- Mitel Advanced Voicemail (conversion of voicemail to email)
- Active Directory Server for contact lists in Y

RESULTS

- Innovative way of working: softphone, IM, Videoconferencing
- Advocate of Mitel products by supplying them in the portfolio and using the products in Tele2 Zakelijk's offices
- One of the biggest application based Mitel IP telephony sites
- More effective communication by adding the addition of presence information and Instant Messaging
- An innovative and future minded architecture

Mertens comments, "We all had to adapt to the new way of working, calling by means of computer and headset is very different from calling with a normal phone. It was a big change in our behaviour and it took a while for us to get used to it. Although we are experiencing the benefits already, such as being hands free when making a call enabling you to do other things."

Just Leave a Message

The address directory is part of the Unified Communicator Advanced and is used by many people when they are initiating communication. It is very easy to drag names from the directory to the screen and to start a conference call with one single click. The directory provides an overview of all the contact details and status.

"The Instant Messaging feature is ideal to leave a colleague a message and in some cases it is even easier than calling or mailing because you can get an instant response. The presence information is another feature that demonstrates our ability to work in a different, more effective way. If I see my colleague is in a meeting then I will wait for his return or contact some one else that can help me," states Mertens.

Changes of Behaviour

Tele2 Zakelijk used an 'early adopter pilot' to test the technology among a small group of employees, after a successful pilot the Mitel IP solution was fully implemented. "An important objective of this project was to gain experience with the technology for our benefit and to meet customer requirements," said Mertens.

Changing patterns of behaviour always tends to go together with uncertainty and resistance and in order to combat this Tele2 Zakelijk conducted a road-show containing a learning module with a personal coach to train the employees to use the Unified Communicator Advanced which was a great success with the audience.

Unexpected conveniences are occurring on a daily basis when using the new solution, for example – redirecting calls from your desk phone to mobiles.

Mertens explains, "If my telephone rings at the office and I do not answer it, the call is automatically redirected to my mobile as I have set it up this way. The advantage of this is that the caller will not notice it. Thus it is no longer necessary to have two numbers. Mentioning one number on your business card should be sufficient, because your software will arrange your accessibility. At first glance, it seems to be a small innovation in the field of technology, however behind this thought lies a new way of thinking that will surely inspire innovators in the near future."

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