



The Benefits of Mobility

Through the Eyes of Business Adopters

Mitel Guide

Organisations around the world are harnessing technology for better mobile communications. That's because mobility is perceived as a business enabler that delivers competitive advantage. More to the point, a lack of mobility is perceived as an inhibitor.

Three tests for mobility advantage

The mobility benefits most commonly referenced by adopters of unified communications (UC) and related technologies include:



INCREASED PRODUCTIVITY

Removing friction between a user's location/movements and their ability to deliver value through communications



INCREASED CUSTOMER SATISFACTION

Making it easier and faster to fix customer issues with help from the right people, wherever they are



REDUCED CALL COSTS

Significant savings in how much it costs to communicate using mobile communications

To avoid the complacency of adopting mobility for mobility's sake, this guide has been created to underline the tangible benefits that organisations report when these capabilities are rolled out.

Organisations with a culture of user/employee empowerment tend to enjoy the largest returns on mobility investment, but that's not to say that all the benefits they derive are easy to identify or evaluate. Public mobile infrastructure and personal devices have become so ubiquitous that mobile access – as with fixed broadband – is becoming almost 'invisible'. As such, some organisations may even unwittingly fail to appreciate compelling benefits associated with greater mobility.

The remainder of this guide will use examples taken from real organisations to apply each test and explore the evidence for true benefits achieved through mobility.



Test 1: Increase Productivity

ARE PEOPLE GETTING EXTRA WORK DONE AND CONTRIBUTING MORE TO THE BOTTOM LINE?

Successive studies have shown that the biggest productivity boost of all comes from having happy staff, empowered by a positive work-life balance that allows them to contribute work from wherever they are. In a recent UK survey, 83% of businesses have seen productivity increase due to mobile working, with 71% saying they believe there is still more to achieve.

Big productivity gains are often shown in small percentage increases. For example, a 1.5% productivity gain in a workforce of 100 people on an average of salary of 40,000€ equates to 600,000€ a year. Some estimates indicate a range of around 5-10% in productivity increases through mobility.

A major productivity enhancer is the ability to reach a given user on a single number wherever they are and on whichever device is nearest to hand. This simple function means far easier directory management; a vital bonus for any organisation with lots of users.

LTT Vending is the UK's largest independent vending machine operator, with thousands of machines in the field discharging over 40m items a year. "I wanted to professionalise our business. I wanted to stop the phone tag. And most of all, I wanted to leverage the BlackBerry infrastructure that was already in place. By doing this we have improved our phone efficiency by 50%," explains Chris.

Sutcliffe, LTT's group finance director, after rolling out a Mitel based solution to around 100 users.

LTT Vending has improved business efficiency with its mobility solution. Employees can be reached through a single number, which results in fewer missed calls and greater accessibility. "It definitely improves our ability to communicate, because people don't have to think twice about where you are and what number to reach you on," added Sutcliffe. "They just call one number and it finds you."



Test 2: Increase Customer Satisfaction

ARE CUSTOMERS HAPPIER ENCOUNTERING MOBILITY-EMPOWERED ORGANISATIONS?

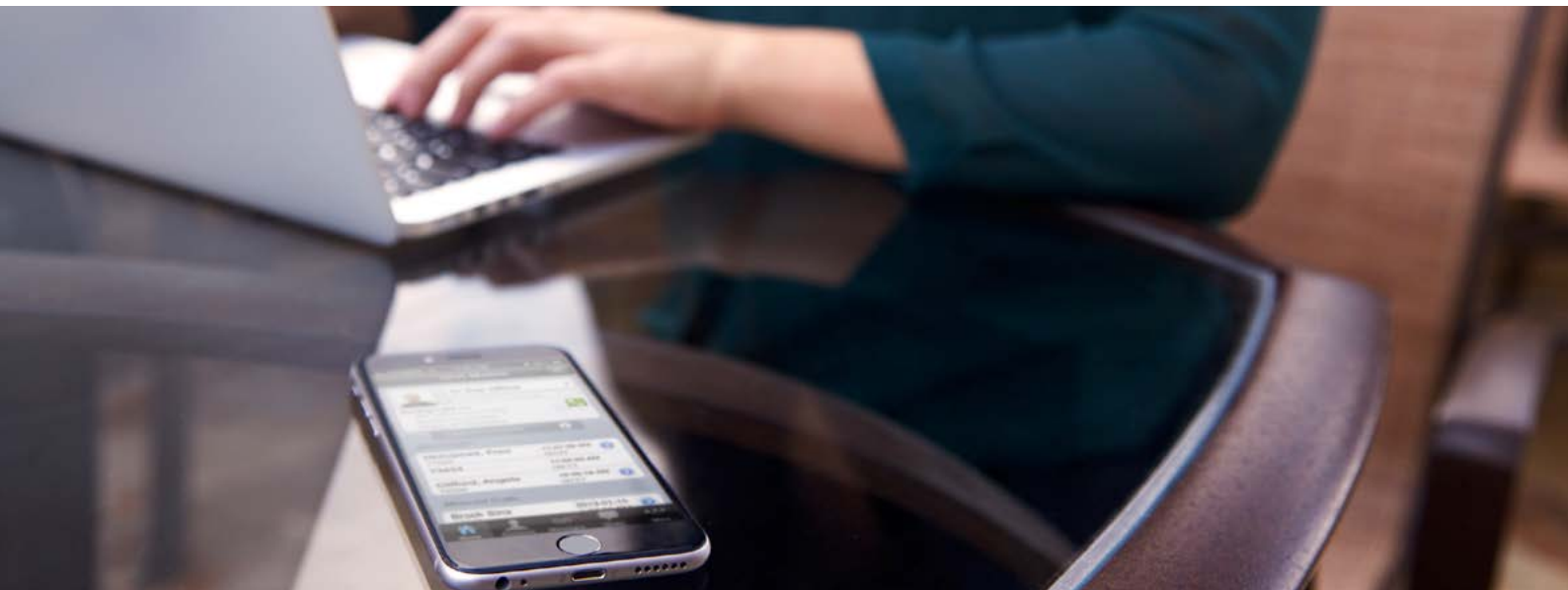
Nothing provokes customer discontentment like an obvious lack of joined up communications. While customers experience delay and confusion, inside the organisation business processes are grinding to a halt while individuals wait for the necessary information or approval to be given by someone they cannot reach.

Mobility solutions directly benefit an organisation's ability to deliver better customer service, even when critical input is needed from key individuals. This leads to better sales performance and increased customer retention.

Publishing company Llewellyn Worldwide wanted to achieve more flexibility and mobility, particularly for its sales and marketing personnel. With a new solution deployed, these and other employees are now able to make and receive calls securely from any workstation - on-site or off.

MIS Manager Daryl Connell uses his own experience to demonstrate what external customers and partners witness from the outside: "If I'm away from my desk, I can have my calls forwarded to my cell phone. If I'm on a call and have to leave to attend a meeting, I can seamlessly transfer from my desk phone to my cell. If I'm in the server room or leaving my car, I can transfer just as easily to my desk phone. The person I'm talking with doesn't know and isn't affected in any way."

Online accommodation wholesaler Hotelbeds operates from 132 offices around the world, with 1,700 of its users capitalising on UC to improve operational efficiency and easier management. Among the biggest benefits they cite for implementing UC are increased mobility and flexibility. The mobility-enhancing qualities of UC softphones allow both managers and staff alike the same communication services as those available at corporate headquarters. This guarantees productivity, even when employees are on business; travelling from the corporation offices.



Test 3 Reduce Costs

DO OUTGOING COSTS SHRINK ENOUGH TO WARRANT THE INITIAL INVESTMENT?

Making users more effective when they're away from the office is proven to reduce costs as working practices evolve to become more efficient. For example, using presence, users can avoid wasted calls and shift many communications sessions to IM, replacing many short phone calls. And supporting each user's own mobile device (i.e. BYOD) within the auspices of a enterprise-wide communications solution, means the organisation can save thousands on purchasing its own devices.

By choosing to deploy BlackBerry MVS with Mitel IP telephony, "we could have a new phone system for substantially less cost than we would have done if I'd had to put new handsets on everyone's desk," says LTT Vending's Chris Sutcliffe.

He expects a 50% saving on his communication bill, which will provide a full return on investment in just over a year. Calls from smartphones are routed through the PBX and are therefore handled like landline calls. When in a Wi-Fi hotspot, calls are routed over the wireless network, again avoiding mobile phone charges. "The Wi-Fi calling works like a dream," says Sutcliffe.

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