

MUZAK TUNES ITS TELEPHONY SYSTEM WITH SHORETEL

Leading Music & Sound System Provider Reaps Performance, Cost-Saving, and Manageability Benefits of ShoreTel VoIP



Challenge:

Muzak had a legacy PBX system that was unable to scale and a jumble of different telephone systems deployed throughout its 200 locations. The complexity and costs were overwhelming.

Solution:

Muzak decided the time was right to transition to voice over IP (VoIP) and chose ShoreTel, which provided the music and sound system leader with more than 89 ShoreGear Voice Switches and 600 ShorePhone IP Telephones.

Benefits:

- The solution is far easier to manage. Muzak is saving up to \$100,000 a year in maintenance and moves/adds/changes costs because management has been brought in house.
- Muzak employees enjoy a rich feature set that translates to improved productivity and enhanced customer service.
- Features like Contact Center, Call Control and Auto-Attendant mean that no call goes unanswered, so no new business is lost due to unnecessarily long answer times or calls being dropped.

Muzak is the world's leading music, messaging and sound systems provider. Some of the biggest brands in business work with Muzak to enhance their brand image. Headquartered in Fort Mill, SC within the metropolitan area of Charlotte, Muzak serves more than 350,000 client locations through 200 sales and service sites. More than 100 million people listen to Muzak every day.

In 2002, Muzak had a legacy PBX system that could not scale to support the company's tremendous growth. With its 200 worldwide offices using more than 30 different kinds of phones, including Panasonic, Avaya, NEC and others, the complexity and costs were staggering.

"Each different brand of phone brought its own maintenance contracts and bills," said Dave Thompson, VP of Information Technology for Muzak. "Moves, adds and changes were also difficult and cumbersome since we had to rely on outside vendors to handle those for us."

Muzak decided the time was right to transition to voice over IP (VoIP) and began its search for a new phone system vendor. Muzak ended up with five possible vendors: 3Com, Avaya, Cisco, Mitel, and ShoreTel. Performance, ease of use, functionality, and support were among the requirements Muzak was looking for in a new phone system. After comparing all of the vendors, Muzak chose ShoreTel.

"We were thoroughly impressed when ShoreTel's reseller came in to give us a demonstration and they were able to bring up a working PBX from a laptop within minutes," said Thompson. "When they showed us all of the ease-of-use features and how simple it was to administer and deploy, that was all we needed to see before we chose ShoreTel."

ShoreTel provided Muzak with more than 65 ShoreGear™ 120/24, 10 ShoreGear™ 60/12, and 14 ShoreGear™ T1 Voice Switches. In terms of telephones, Muzak was able to rollout the new ShoreTel system with their existing analog phones, which ShoreTel supports, and replace them in phases with ShoreTel IP phones as time and budget allowed. Muzak now has 600 ShoreTel IP phones and over 350 additional non-ShoreTel analog handsets (a total of approximately 1,000 phones are on the ShoreTel VoIP phone system).



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VP of Information Technology
Muzak

COST SAVINGS

Muzak estimates that with its ShoreTel system in place, it is saving \$5,000-\$6,000 per month in maintenance alone, and about \$100,000 per year in total savings. “When all is said and done, with ShoreTel, we’re saving up to \$100,000 a year with the ability to manage this in-house,” said Thompson. “The ability to be self-sufficient as far as management and moves, adds and changes is a significant benefit.”

Furthermore, with the ShoreTel system in place, all Muzak employees are now on the same phone and voice mail system, able to reach any employee at any location via 4-digit dialing and even dialing co-workers by name. Least-cost routing capabilities also allow Muzak to minimize costs by avoiding toll charges. For instance, if an employee in the main office in Fort Hill calls a customer in Spokane, Washington, the call is routed through the company’s data lines, through the Spokane branch and out to the customer, thus bypassing toll charges

PHONE SYSTEM MANAGEMENT SIMPLIFIED

For Muzak, the most important factor about the ShoreTel solution was its ease of use. “The ShoreTel system is plug-and-play, and with just a little network know-how, it’s very simple to navigate,” said Thompson. “It was painless to transition from our old TDM-based system to the ShoreTel VoIP system. I personally set up 310 users from home in about an hour and a half and cutover was just 15 minutes! The intuitiveness of ShoreTel means we didn’t have to worry about costly and time-consuming training.”

Muzak is using ShoreTel’s ShoreWare Director, a browser-based management interface that allows a network administrator to launch a Web browser and gain access to ShoreWare Director from anywhere on the network. Through the browser, Muzak can manage every site, including voice mail, automated attendant and desktop applications. In order to add a new user, a system administrator only needs to click “add new” and enter the user’s name, which automatically updates the centralized database and every voice switch. Furthermore, once the new user is added, a mailbox is created, the automated attendant dial-by-name and number feature is updated, and online directories are revised. The entire process takes just a few seconds.

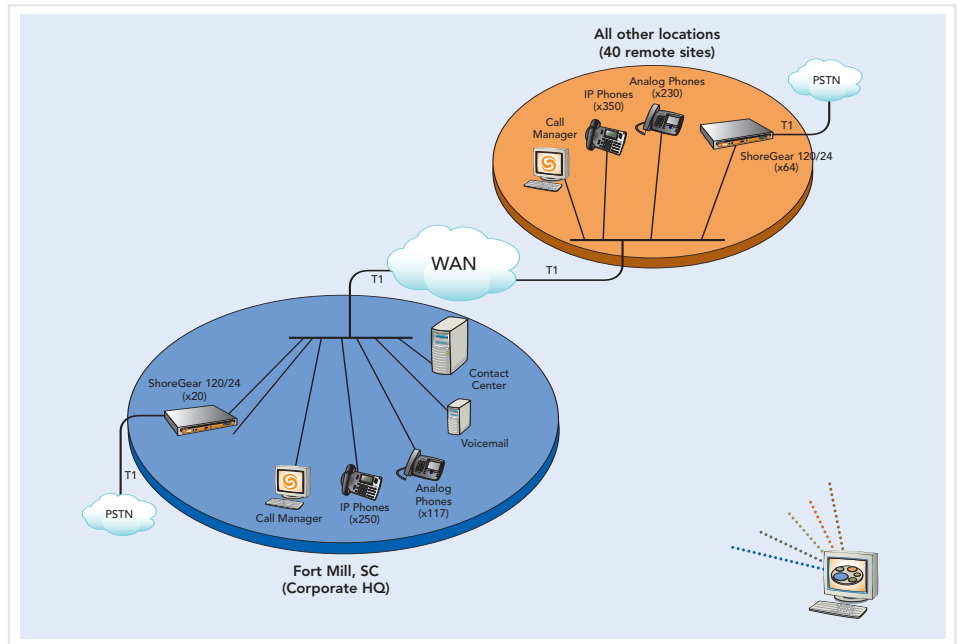
PRODUCTIVITY AND CUSTOMER SERVICE ENHANCED WITH POWERFUL FEATURES

The ShoreTel system provides integrated messaging, such as directory dialing, contact screen pop, and calendar integration. ShoreWare Personal Call Manager gives Muzak employees the equivalent of a desktop PBX—a powerful, all-purpose tool for managing voice communications.

With ShoreTel Personal Call Manager, workers can quickly browse contacts and make calls from local directories or from Microsoft Outlook. Its friendly, graphical interface provides easy access to sophisticated features, including "on-the-fly" conferencing and document sharing. Voice mail messages are stored in the industry-standard WAV Audio for Windows format, allowing



users to play them on multimedia PCs, attach them to email messages or embed them in other documents. The ability of the ShoreTel system to track customer phone calls and export and distribute voice mails as WAV files is helpful in monitoring and improving customer service.



Muzak deployed ShoreTel to 41 locations with 600 IP phones.

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“Employees appreciate the fact that they can file voice mails and save them for future reference,” said Thompson. “It’s also nice to be able to forward the actual voice mail to everybody who needs to know about it, so they get the original message and not a transcribed, possibly erroneous version of it.”

ShoreTel’s powerful Follow Me Find Me feature allows Muzak employees to configure the system so that customers calling in can track them down on any phone number they choose. If an employee does not answer any of the phones programmed into the system, only then does the call revert to voice mail. “Our employees can move all around the country and still service their customers as though they were in the office because they carry their phone extensions with them,” said Thompson.

All of the features have been easy for Muzak employees to learn. “We did a very quick training for users and printed out some basic instructions, and we’ve never had a phone call asking for help ever since,” said Thompson.

NO CALL LEFT UNANSWERED

The ShoreWare Auto-Attendant, also utilized by Muzak, provides 24-hour automated call answering and routing to improve service and enhance the company’s image for inbound callers. Outgoing prompts can be customized and linked to the time of day and/or day of week. Individual groups, such as sales, can also have their own menus with unique greetings and options.



ShoreTel's Contact Center is being used for 90 Muzak agents and eight supervisors. ShoreTel Contact Center provides a suite of applications from basic hunt groups and voice queuing to complete multi-media queuing and routing of voice, email and chat. The Contact Center solution allows Muzak to route incoming calls to the most appropriate or earliest available agent in its contact center, regardless of location. The solution treats all available agent resources across all sites as one "virtual" contact center. This allows companies to maximize agent productivity, reduce call center costs and boost customer satisfaction levels.

In addition to powerful auto-attendant and contact center features, ShoreTel's Call Control software is distributed to every voice switch, which eliminates any single point of failure in the system. In the unlikely event that a ShoreGear voice switch was to fail, the rest of the switches on the network would automatically take on the call-processing load so a call never gets dropped.

ROAD TO THE FUTURE PAVED WITH POSSIBILITIES

Muzak is looking forward to working further with ShoreTel to deploy Enterprise Contact Center and integrate it with their customer relationship management applications. "The key to ShoreTel is the ease of use and administration and how the features can help us improve our business," said Thompson. "We envision a long future with ShoreTel."

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