

IP Telephony

Contact Centers

Mobility

Services

CASE
STUDY

FANUC Robotics America, Inc. Uses Avaya Contact Center and Mobility Solutions to Provide Personal Touch



Challenge	Solution
<p>FANUC Robotics wanted to create a branded customer service experience, providing its customers with intuitive and reliable ways to interact with its talented team of engineers in its Customer Resource Center (CRC) – ordering parts, requesting service calls, and/or receiving technical support. In turn, FANUC Robotics realized this superior customer care would create new marketing and sales opportunities for the company.</p>	<p>To offer customers multiple communications channels for interacting with its Customer Resource Center, FANUC Robotics chose an Avaya IP Telephony Solution powered by Avaya Communication Manager and Avaya MultiVantage® Communications Applications for improved contact center operations, self-service, customer management and mobility benefits.</p>
Value Created	
<ul style="list-style-type: none"> • Intelligent, personalized interactions with customers – Customers who call the FANUC Robotics Customer Resource Center receive faster service, with 98 percent of all calls being answered in 15 seconds or less. Avaya Interaction Center routes customers' calls to the engineers best equipped to answer their inquiries. Based on annual surveys, customer satisfaction levels have increased significantly. Service technicians and engineers interact faster and more efficiently. • Greater productivity – The Avaya Call Management System provides FANUC Robotics management with valuable information about customer calls for targeted training of engineers. Avaya Interaction Center provides engineers with customer profile information via a “screen pop” for improved productivity; 10 percent more customer inquiries are being handled today with the same number of engineers. • Attract talent and improved retention – FANUC Robotics has some of the “best talent” in the robotics industry working on its Customer Resource Center team. With the Avaya IP Agent application, FANUC Robotics can now attract specialized engineers where they reside and retain these valuable company assets. • Faster linkage of people, processes and resources – Service technicians in the field and FANUC Robotics managers use Avaya Interactive Response to more efficiently manage customer service visits. Technicians are always in touch while on the road with the Avaya IP Softphone and Avaya Extension to Cellular applications. 	

Rochester Hills, Michigan, USA — Business visionaries once imagined a world in which robots would work tirelessly and around-the-clock on factory floors, providing safe and efficient support to their human counterparts and monitors. That combination of machine strength and human intelligence might sound like the plot of a futuristic science fiction movie. But thanks to companies like FANUC Robotics America Inc. (FANUC Robotics), the future is now.

Robotic Automation Means Specialized Support

Given the large number of FANUC robots installed and operating in factories worldwide, the company needed the tools and applications that would allow it to serve its customers in the most effective and responsive way possible. FANUC Robotics also needed a communications solution that would grow with its business, providing the foundation for implementing the latest technology to serve its customers in its high-tech industry.

FANUC Robotics Customer Resource Center (CRC) is not your typical contact center environment in terms of the “agents” who handle incoming calls from customers and make follow-up outbound calls. FANUC Robotics employs engineers with advanced degrees to provide technical support and answer questions about its extensive line of robots. In 2005, this team of engineers handled roughly 120,000 calls from customers who wished to order parts, request service and/or receive technical support. This growing company anticipates a 10 percent increase in call volume in 2006.

Even with their vast knowledge of robotic automation and design, FANUC Robotics engineers also needed support from advanced communications applications to meet the growing demands from the company's customers. FANUC Robotics CRC managers wanted to retain its engineers and gain the ability to recruit other talented engineers from across the country by offering them the opportunity to work remotely while remaining an integral part of the CRC in Michigan.

Prior to implementing the Avaya solution, FANUC Robotics had a system that supported its CRC operations with only nominal success. With an answer rate “in the low 80s” (calls answered within 15 seconds), the CRC management and IT team decided to take its customer service to the next level. The team also knew that, as FANUC Robotics grew, responsiveness and hence customer satisfaction levels might suffer if changes weren’t made to its communications infrastructure and applications.

“We have over 200 different robot model variations and it’s crucial that when customers call our center, they are directed to the engineer with the appropriate skill set to handle their questions and resolve their issues,” says Joseph Cvengros, director, Customer Resource Center. *“We wanted a system that would provide multiple ways for our customers to reach us — voice, fax, e-mail or via our Web site — and, in turn, improve their service experiences with us.”*

Personalized Service Provided by a Growing Business

FANUC Robotics chose Avaya IP Telephony-based Contact Center and Mobility Solutions to support its growing business and arm its Customer Resource Center with the needed communications technology for higher levels of customer service. FANUC Robotics operations are now supported by an Avaya S8700 Media Server and Avaya S8100 Media Servers powered by Avaya Communication Manager with over 1,000 employees using Avaya 6400 Series Digital Telephones and Avaya IP Softphones. Data communications is provided by an Extreme Networks® Converged Infrastructure. Using their Avaya IP Softphones, FANUC Robotics employees in Mexico and Brazil now enjoy the ability to collaborate with and “be connected” to employees working in the other locations.

An Avaya BusinessPartner developed the initial design for the IP telephony solution and provides FANUC Robotics

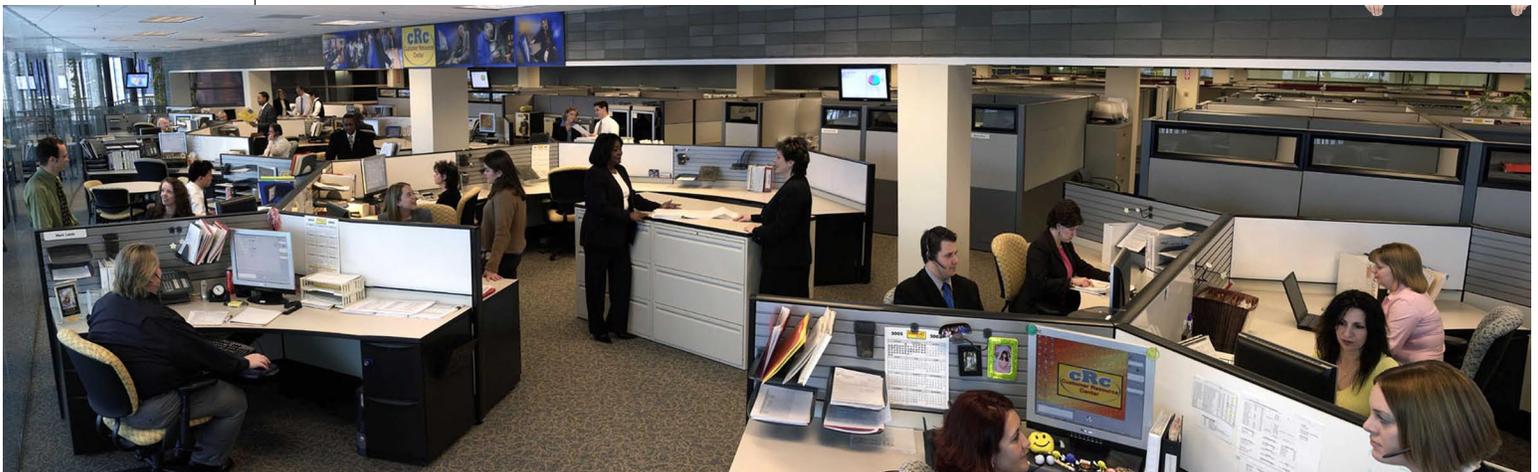
with ongoing consultation and support to fully leverage the company’s Customer Resource Center.

“We wanted to go with a communications solution that would grow along with our business. We found this with Avaya,” says Travis Robson, director of IT, FANUC Robotics America, Inc.

The most notable impact from the new Avaya solution is the way customers are now handled and served by the FANUC Robotics CRC. Meeting the different needs of customers, whether they have one robot or several hundred different models in operation, can be a complex process. With Avaya Interaction Center, this process has been streamlined for improved responsiveness and productivity. Whether they are calling by phone or writing an e-mail, FANUC Robotics customers are now routed to the CRC engineer best equipped to handle their inquiries, complete with a “screen pop” of customer profile information.

“Typically customers will call us and we’ll give them a few areas to check for resolution,” says Cvengros. *“What’s great about the Avaya Interaction Center solution is its ability to recognize if a customer calls again within 36 hours of the first contact. If so, the solution will automatically route that call to the same agent for a follow-up conversation.”*

Improvements in customer responsiveness have resulted, jumping from an answer rate in the low 80s in 2005 (before the Avaya solution) to a current 98 percent of all calls being answered in 15 seconds or less. *“Another key measurement for us is ‘customer satisfaction.’ We conduct customer satisfaction surveys regularly and have experienced a continuous improvement in our scores,”* reports Cvengros. *“The results of our customer satisfaction surveys show that our customers are aware and appreciative of the efforts we’ve made to leverage the most from our Avaya solution.”*



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Travis Robson, Director of IT

What makes these achievements even more impressive is the increase in the number of calls handled by the CRC engineers at the same time. *“The same number of engineers continues to handle the growing number of CRC inquiries,”* explains Cvengros. To help balance the desire for customer responsiveness against engineers’ productivity, the Avaya Call Management System provides FANUC Robotics managers with the necessary tracking capabilities and reports.

“The Avaya Call Management System gives us the tools we need to track calls by product type and identify what calls are coming in for what type of robot product,” says Cvengros. *“Its reporting features also help us to develop training for our engineers based on the type of calls that are coming into our center.”*

While the majority of engineers work in the main CRC location, others work from their home offices using the Avaya IP Agent application. These remote CRC engineers work as virtual members of the CRC team, their whereabouts being transparent to FANUC Robotics customers. *“The IP Agent application allows me to recruit engineers from anywhere I find great talent. We offer employees the opportunity to live in various regions that are strategically located close to our customer base – just one reason why FANUC Robotics is a great company to work for,”* says Cvengros.

Service Technicians Benefit from Avaya Mobility Solutions

FANUC Robotics service technicians operating in the field use the Avaya Interactive Response solution to file reports on customer visits, communicate with supervisors and interact with the CRC’s engineers. Supervisors use the solution to monitor and track activity, and to dispatch service technicians based on their location and proximity to the customer in need of support. *“With this new process for field services, we’re able to handle more services calls and get a technician to a customer quicker than before,”* says Robson.

On the road most days, these service technicians are able to effectively communicate with others at FANUC Robotics using their Avaya IP Softphones from hotel rooms. The

technicians have also come to rely on the Avaya Extension to Cellular application; calls from customers and colleagues that come into their “office numbers” are automatically forwarded to their cell phones in the field. These communications applications for highly mobile technicians keep them always in touch and productive.

Customer Service as a Marketing and Sales Tool

With these improvements, it’s no wonder that the company highlights its Customer Resource Center in marketing activities and sales opportunities.

“As a company, it is part of our marketing strategy to promote the capabilities of our Customer Resource Center,” says Ellen Sherwood, senior marketing analyst. *“The CRC is truly a differentiator because many people are still not familiar with our industry. Knowing that we provide this kind of personal support makes customers more comfortable with robotic automation.”*

Every customer that tours the FANUC Robotics headquarters is shown the Customer Resource Center since it demonstrates how FANUC Robotics is using the latest technology to provide the best possible service and support.

“Our approach to customer care is based on doing everything we can to help our customers be successful with robotic automation,” said Cvengros. *“Once our products are installed and operational at a customer’s location, our CRC goals include supporting our marketing and sales teams with return sales and customer retention by providing the best possible customer service experience in the industry.”*

Learn More

For more information on how Avaya can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or access other collaterals by clicking on **Resource Type** under “Do Your Research” at www.avaya.com

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ABOUT AVAYA

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, the Avaya embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

About FANUC Robotics

FANUC Robotics America, Inc. is the world's leading supplier of robotic automation. The company designs, engineers and manufactures industrial robots and robotic systems for a wide range of applications including arc and spot welding, material handling (machine tending, palletizing, packing), material removal, assembly, paint finishing and dispensing. FANUC Robotics also offers application-specific software, controls, integrated vision products, and complete customer support. Headquartered in Rochester Hills, Mich., the company has facilities in Chicago; Los Angeles; Charlotte, N.C.; Cincinnati and Toledo, Ohio; Toronto; Montreal; Aguascalientes, Mexico; and Sao Paulo, Brazil. For more information, visit www.fanucrobotics.com.

About CROSS

Headquartered in Bloomington, Minn., with additional locations throughout the United States, CROSS provides Avaya integrated Voice, Data, Messaging, Convergence, CRM/Call Center, Data Networking and Wireless products, services and solutions nationwide. As an award-winning Platinum Avaya National BusinessPartner and a fully authorized Diamond Dealer, CROSS can deliver the full Avaya portfolio of products and services as well as Avaya system maintenance services. CROSS can provide a complement of certified in-house project management, data and system design, software specialists and system technicians. Enterprise, Government and Fortune 500® companies across the nation have chosen CROSS as their preferred business partner. For more information, visit www.crosstelecom.com.

Applications	Systems	Services
<ul style="list-style-type: none"> • Avaya MultiVantage® Communications Applications • Avaya Communication Manager • Avaya Interaction Center • Avaya Call Management System • Avaya Extension to Cellular • Avaya Interactive Response • Avaya IP Agent • Avaya IP Softphones 	<ul style="list-style-type: none"> • Avaya S8700 Media Server • Avaya S8100 Media Servers • Avaya 6400 Series Digital Telephones • Extreme Networks BlackDiamond® Core Switches 	<ul style="list-style-type: none"> • Contact Center Consulting Services provided by Avaya BusinessPartner • Avaya Global Services Implementation & Integration Services

All statements in this case study were made by Ellen Sherwood, senior marketing analyst, Travis Robson, director of IT and Joseph Cvangros, director, Customer Resource Center at FANUC Robotics America Inc.

