



MoneyShop Cashes in on New Technology...

In a bid to improve customer service levels and enhance staff productivity, Auckland based retail finance store, MoneyShop, has invested in Avaya's telephony solution for the SME market – Avaya IP Office. Warren Cardno, Managing Director at MoneyShop says with a fully converged voice and data IP network, the new system is an excellent example of VoIP technology providing not only cost savings, but also significant productivity gains.

Converged Voice and Data Networks

Customer Relationship Management

Unified Communication



The Customer

MoneyShop was established in 1993 to provide New Zealanders with quick access to finance and has grown quickly to include five branches in and around Auckland. Employing 45 people, MoneyShop has branches in Auckland central, Takanini, Avondale, Otahuhu and Henderson and has plans to expand throughout New Zealand.

The Challenges

As demand for MoneyShop services grew, the need for a top quality and networked telecommunications solution became vital.

The old system could not handle the increase in calls coming into the business and we were starting to lose potential income," said Warren Cardno, Managing Director, MoneyShop.

"In addition, because our staff regularly move from branch to branch, customers would phone in and ask to speak with the person they had dealt with previously, only to find that person was now at another branch – we had no way of quickly identifying where that person was located on any given day and in some cases, could take up to 4 individual calls to locate the correct staff member. "We quickly identified our deficiencies and realised we needed a system that would allow staff to work from any branch yet still have the same extension and direct dial numbers, personal voicemail greetings and ideally, the same phones across all sites for ease of use. We also wanted reliable management reporting so we could keep track of call volumes and trends across the five branches. "I had spent the past five years looking at different solutions and was conscious that many technologies I had originally looked at, had now been surpassed by something better.

Megan Lockyer,
Branch Manager,
MoneyShop
Henderson Branch



"With different systems at each branch and no networking or integration facilities, I knew we were operating inefficiently. We were also facing rising Telecom line costs as new branches came online, because separate lines were required at each new site. This was further compounded with additional maintenance support costs for each new location.



Avaya IP Office

The great thing about this product is that it allows you to combine traditional or existing telephony infrastructure with the advantage of IP applications.

I knew that if I was going to invest in anything, it needed to be a technology from a reliable supplier, one that would allow us to take advantage of the new emerging IP applications."

The Solution

Warren Cardno first heard about Avaya's IP Office from a colleague and was so excited he contacted Connect NZ Ltd, one of Agile's business partners selling the product, and organised to see a demonstration of it the same day. No sooner had he seen the product, the deal was made and start dates were determined. The first step was to install the new system at head office in Otahuhu, running a mix of existing analog phones and new key phones as well as IP handsets at the Quay St branch office. As the network infrastructure was rolled out, other branches were progressively brought on line running Avaya 4606 IP phones. All incoming calls to Moneyshop are now routed from head office. Based on the incoming caller's telephone number (CLI), Avaya IP Office automatically routes the calls to the branch that is closest to where the incoming call originated.

"The hot desking application was a key factor in selecting Avaya IP Office and allows sales staff to go to any Moneyshop branch phone, log on via a password and have their personal voicemail greeting, speed dials and DDI calls assigned to that particular phone. Using the Phone Manager Pro CTI application they can also access the complete feature set via their PC as well as being able to see the status of every extension across the entire network."

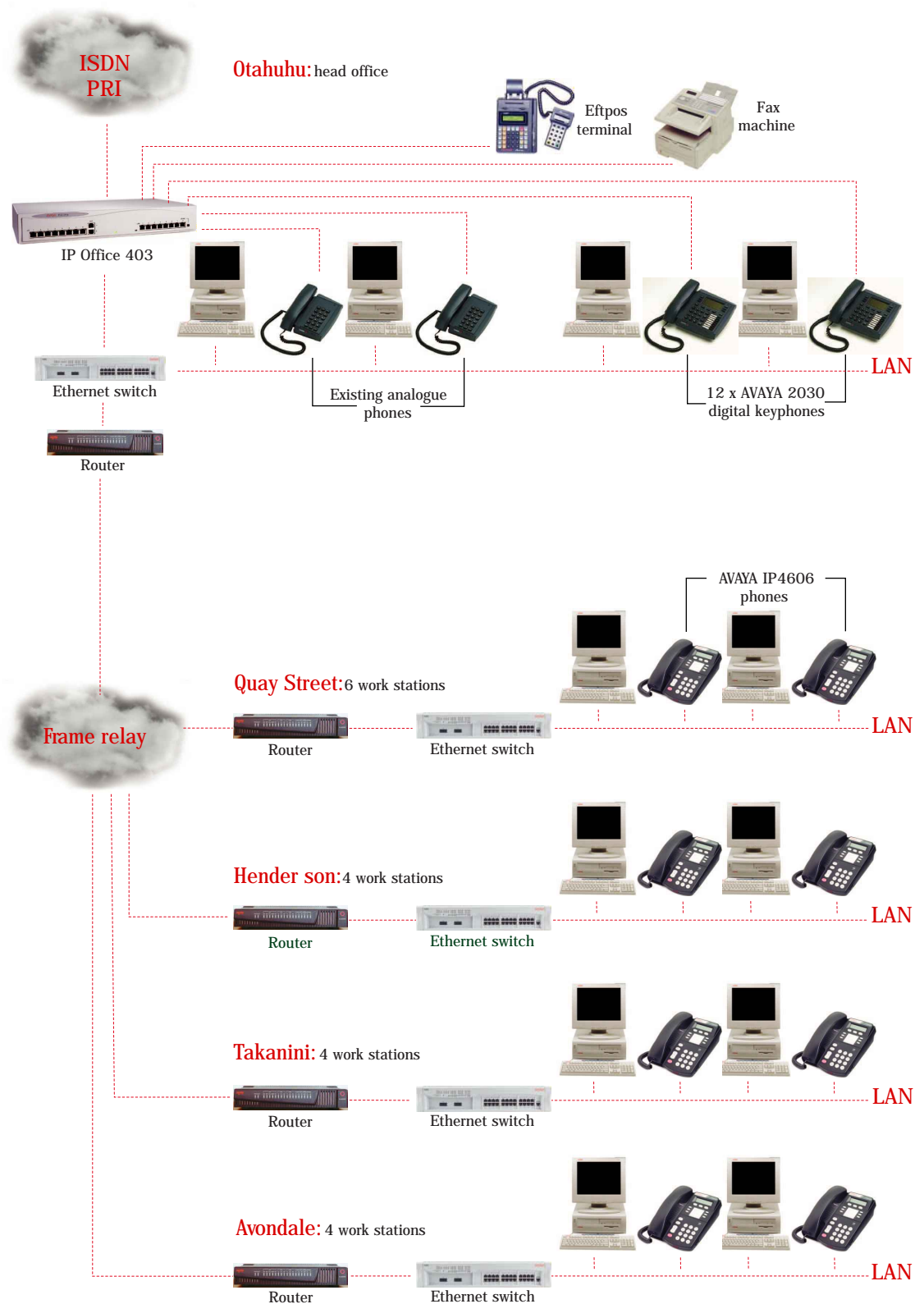
"Avaya IP Office is now installed and operational at all Moneyshop branches," said Peter Naylor, Business Development Manager at Connect NZ Ltd. "The great thing about this product is that it allows you to combine traditional or existing telephony infrastructure with the advantage of IP applications."

"A lot of vendors will tell you that you have to go to IP right from the start. The implementation at the MoneyShop proves that this is not the case. We tailored the solution to what our customer needed. For example, at MoneyShop's head office we implemented an Avaya IP Office phone system using existing analog and new digital telephones but used IP telephones at all the branches," he added. Avaya's IP Office is a converged product designed, built and priced for small and midsize businesses and combines telephony and data infrastructure into one package. In their solution, MoneyShop has included:

- Evolutionary approach to convergence – a mix of TDM and IP technology
- VoIP (Voice over IP) telephony – IP phones at all branch sites
- Converged voice and data networking across multiple sites
- Call forwarding, conference calling, voice messaging
- CLI based call routing
- Hot desking
- High speed Internet access
- Remote access for those working away from the office
- CTI applications – running your phone from the desktop
- End user administration of phone system



MoneyShop Configuration



This diagram demonstrates the mix of terminals running at head of office in Otahuhu. It also shows the IP connection to the branches which are all running IP handsets.

The major benefit of Avaya IP Office is the added efficiency and cost savings," said Mr Cardno. "With our planned expansion into other areas of the country, we are confident that we will be able to run our voice and data requirements over the same Avaya IP Office infrastructure. We are already saving a tremendous amount on telecommunications costs and estimate that we'll recover our capital expenditure in about 24 months."

The Benefits

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"With Avaya IP Office, a single infrastructure caters for everything. Staff can work at any branch and login to any IP phone. That phone is assigned their personal profile until they log off or log on at a new location."

"Calls are now being directed to the right place the first time and operations are more efficient. The solution also provides us with the information and monitoring tools to enable us to monitor our call flows and make changes as necessary," he added.

"With Avaya IP Office we also have the capability of carrying out our own maintenance via the GUI administration application, savings us additional time and money."

"Finally, we have been impressed with Avaya's partners from Connect NZ Ltd and Agile. Both have been highly responsive to our needs. We feel confident that if we encounter any problems, we have the technical support in place to restore things quickly and with minimal disruption," Mr Cardno concluded.

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About Avaya

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More than one million customers, including 90% of the FORTUNE 500® as well as many government organizations, rely on Avaya. Avaya is a global leader in developing, designing, building and managing voice and data networks for enterprises, with expertise in infrastructure, applications and services. To find out how Avaya IP Office can enhance your communications solutions, please contact your Avaya Authorized BusinessPartner or Avaya Client Executive, or visit avaya.com/learnmore/ip.

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