



Industry: Manufacturing

Installation: 4 locations; 8 ShoreGear voice switches, 120 ShorePhone telephones

Date of Install: November 2004; Further expansion in 2006

Challenge:

Coleman Powermate needed an entirely new phone solution when it was sold by American Household/Sunbeam. Starting from the ground up, Powermate decided to start cashing in on the benefits of VoIP.

Solution:

ShoreTel provided the power equipment company with a comprehensive solution, including ShoreGear voice switches, ShorePhone IP telephones, and ShoreTel analog telephones.

Benefits:

- Powermate saves on upfront equipment and ongoing service and maintenance costs.
- Powermate sees productivity improvements and simplified mobility due to the robust features of the ShoreTel system.
- Customer service is enhanced with Workgroups capabilities.

LEADING EQUIPMENT COMPANY SEES THE POWER IN VoIP WITH SHORETEL SYSTEM

Coleman Powermate Deploys ShoreTel and Enjoys Significant Cost Savings, Enhanced Call Center Productivity, and Easy Management

Powermate Corporation, also known as Coleman Powermate, is a leading manufacturer of portable and standby generators, air compressors and pressure washers. Headquartered in Aurora, Illinois, the company manufactures its power equipment in the heartland of the United States and distributes it internationally.

ASSESSING NEEDS AND SOLUTIONS

In early 2004, Powermate was leasing infrastructure equipment and services from its former parent company, Sunbeam. Powermate, which is owned by Sun Capital, decided it could eliminate many of these lease costs, including phone services, by establishing its own infrastructure and acquiring its own phone system. The plans included development of Voice over IP (VoIP) to replace an outdated Siemens PBX system. Michael Mantzke, Powermate's Director of Information Technology, called on the experts at a leading solutions provider, also owned by Sun Capital.

Powermate considered VoIP solutions from Cisco, Nortel and ShoreTel. Powermate placed priority on cost-effectiveness, interoperability, scalability, and feature robustness. When it came down to initial price, ShoreTel beat the other two. In addition, because the ShoreTel system has built-in contact center with its Workgroup functionality, Powermate could save more over time because the other vendors offered third-party call center services for an additional ongoing fee.

"The price of the Cisco solution was two-thirds more expensive than the ShoreTel system, and the features were equivalent," said Mantzke. "I also had experience with Polycom phones, which ShoreTel supports. ShoreTel was the most cost-effective solution both in terms of initial and ongoing costs."

IMPLEMENTING VoIP

For its four locations, ShoreTel provided Powermate with three ShoreGear-120/24 voice switches, 5 ShoreGear-T1 switches, and three servers for voice mail. In addition, 120 phones were deployed, including ShoreTel ShorePhone 100 analog phones and ShorePhone 560 IP telephones. The deployment was carried out in phases to eliminate downtime and was completed in November 2004.



INCREASED PRODUCTIVITY, ENHANCED SERVICE

Integrated with Microsoft Outlook on Powermate employees' desktops, the ShoreTel system provides integrated messaging, such as directory dialing, contact screen pop, and calendar integration. With ShoreWare Personal Call Manager integrated with Microsoft Outlook, employees can quickly type in a name, bring up a number, and make calls from local online directories—all with the click of a mouse, right from the desktop. And numbers are always up-to-date because the ShoreTel system dynamically makes those changes whenever someone is added or moved. "The ability to have the phone list updated dynamically is a true asset," said Mantzke.

In addition, Call Manager indicates to an employee if the person they intend to call or transfer an incoming call to is already on the phone before they dial, saving time invested in making calls. With ShoreTel AnyPhone, employees can move locations and assign their extensions so they do not miss any calls while they are working from a different office.

"Powermate executives really like the ShoreTel system, especially the AnyPhone feature because when they travel to other locations, they can easily program their calls to their new, temporary phone," said Mantzke. "With ShoreTel, it's very easy to change locations and re-establish your phone on a temporary or even permanent basis."

With ShoreTel's e-mail integration, employees can manage their e-mail and voice mail activity centrally and efficiently right from their desktop. 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 e-mail messages or embed them in other documents. The ability of the ShoreTel system to track phone calls, export and distribute original voice mail messages to one person or a group of people and keep a running history of calls into each number is helpful in continually monitoring and improving customer service.

ENSURING EVERY CALL IS ANSWERED

Powermate is also utilizing ShoreTel's Workgroups which enables the company to consolidate all of its inquiry calls to one number, and calls are routed to the next available call center staff member, regardless of his or her location. Powermate has specific Workgroups dedicated to handling specific types of calls, such as customer service and consumer affairs, and employees spanning the company's locations can belong to the same group. Workgroups also provide basic reporting capabilities to help the company measure call volume and make work schedule changes as necessary.

The ShoreWare Auto-Attendant, also utilized by Powermate, 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. An individual group, such as sales, can also have its own menus with unique greetings and options. Callers are greeted by an auto-attendant that directs their calls to the resource they need with the press of a button. This self-help solution

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*Director of IT,
Powermate*



means employees don't have to spend time answering calls intended for someone else. Powermate uses Auto-Attendant's on-hours and off-hours greetings as well as custom greetings.

ENHANCING CUSTOMER SERVICE TO IMPROVE BUSINESS

In addition to powerful Personal Call Manager for every employee, ShoreWare Operator Call Manager software provides Powermate receptionists with key information and control, which translates to more personalized attention and service for callers. For example, before even answering an incoming call, a call-routing log displays the caller's experience within the system to the receptionist or operator. In addition, before transferring the caller any further, the call-transfer screen displays who is available and who is not, avoiding the possibility of sending callers to an extension that is busy, which is frustrating for callers. With the complete company at their fingertips as well as knowledge about the calling and called party, receptionists can transfer callers to extensions, cell phones or even home phones instantly.

"We are able to leverage customer service representatives in any location," said Mantzke. "For instance, if we're training new reps in Omaha, Nebraska, the ShoreTel system allows those people to learn from reps in Aurora, Illinois. Distributing our call center across locations also provides us with reliability, enhanced resource utilization, and overall improved customer service."

SIMPLIFYING MANAGEMENT FOR TIME & COST SAVINGS

Powermate uses ShoreTel's ShoreWare Director, a browser-based management interface, to gain access to and manage the system, including voice mail, automated attendant and desktop applications. Adding a new user is simply a matter of clicking "add new" and entering the user's name, which automatically updates the centralized database and every voice switch. 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.

"Moves, adds, and changes are only a minor inconvenience now, whereas they used to require a lot of time and hassle," said Mantzke. "I can manage the entire ShoreTel system internally without having a dedicated telecommunications staff. We recently expanded one of our buildings and moved a significant number of people around. We were able to quickly scale the ShoreTel system and people simply picked up their phones and moved—it was that easy."

In addition, with ShoreTel, call-history logs automatically record incoming calls and document whether and when a return call was made. This is particularly helpful for supervisors and management to continually monitor customer service activities.

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“I can put reports into the hands of managers running customer service and consumer affairs, and they can track people and performance on an hourly or daily basis,” said Mantzke. “That is valuable information to have when you are forecasting resource requirements and making continual improvements.”

MORE BENEFITS THAN POWERMATE EXPECTED

Powermate plans to extend its ShoreTel deployment to its Springfield, Minnesota office, which is not yet integrated into the system. “We are getting maximum value for what we spent on the ShoreTel system,” said Mantzke. “Business has grown from \$185 million to \$400 million, with expansion in all areas. The ShoreTel system has enabled me to manage that growth economically.”