Industry: Education/Non-profit
Installation: 2 locations, 4 ShoreGear voice switches, 70 IP phones
Date of Install: TWLC in December 2005; TWF in September 2006

NEW SHORETEL IP TELEPHONY SOLUTION A HOLE IN ONE FOR TIGER WOODS FOUNDATION HEADQUARTERS AND LEARNING CENTER

ShoreTel System Offers Flexibility, Reliability, and Scalability, and Frees Employees from their Desks

The mission of the Tiger Woods Foundation (TWF) is to empower young people to reach their highest potential by initiating and supporting community-based programs that promote the health, education and welfare of all of America's children. The mission of the Tiger Woods Learning Center (TWLC) is to provide youth from diverse backgrounds an interactive enrichment program that will improve individual aptitude in reading, math, science and technology. As a result, youth will develop personal accountability, independence and resilience, leading to greater knowledge of career options and an increase in college enrollment.

ORGANIZATION LOOKS AT NEW PHONE SYSTEM

The TWLC in Anaheim was launched in early 2005, but it was well before that when all the work began, through the Tiger Woods Foundation. At the time, the Foundation had a Panasonic PBX-based telephone system which, while it was not expensive to buy, turned out to be antiquated and did not offer many of the features that leading-edge organizations like the TWF and TWLC needed. TWLC staff began working with a ShoreTel™ Voice over IP (VoIP) system to see how the solution worked. They were immediately impressed and called on a leading technology integrator in the education space to help deploy the system at the new Learning Center campus in Anaheim. ShoreTel and the technology integrator, after hearing about all of the great things going on through the Foundation, decided to donate an entire IP telephony system for the Learning Center.

THE SWITCH TO SHORETEL

In September 2005, ShoreTel provided the TWLC with a ShoreGear®-60/12 and a ShoreGear-T1 voice switch plus 40 ShorePhone™ IP telephones. The following year, the Foundation was provided with one ShoreGear-120/24 and one ShoreGear-T1 switch at its new headquarters and 30 ShorePhone IP telephones.

"Setting up the phone system couldn't have gone more smoothly than the ShoreTel deployment," said Kathy Bihr, executive director of the Tiger Woods Learning Center. "The entire system took just one day to install and was easy to learn and teach."

Challenge:

The Tiger Woods Foundation was moving to a new building and needed to replace an outdated PBX-based telephone system in order to improve internal and external communications and enjoy productivity boosting benefits. A year earlier, the Foundation had installed a ShoreTel IP telephony system in its new Tiger Woods Learning Center, so the choice became clear.

Solution:

ShoreTel provided the Foundation and Learning Center with an entire IP telephony system for the two locations, including ShoreGear voice switches and ShorePhone IP telephones, as well as ShoreWare Director for end-to-end management.

Benefits:

- New ShoreTel system provides the reliability and feature robustness the TWF and TWLC require.
- ShoreTel enables the Learning Center and Foundation to be more responsive to phone calls, improving both internal and external communications.
- ShoreTel allows employees and volunteers to work from anywhere and still remain in touch.
- User-friendly system is easy to manage, which eases administrative burdens and lowers overall cost of ownership.

CUSTOMER SERVICE AND PRODUCTIVITY ENHANCED

ShoreTel phone systems are easy to use, simple to manage, flexible, and reliable. With the ShoreTel system in place, all TWF and TWLC employees are now on the same phone and voice mail system, using 4-digit dialing to reach colleagues in either location and even dialing co-workers by name. The ShoreTel Personal Call Manager™ software improves day-to-day productivity by enhancing internal and external communications.

The ShoreTel system provides integrated messaging, such as directory dialing, contact screen pop, caller ID, call waiting, and calendar integration for Foundation and Learning Center users. ShoreTel's powerful desktop productivity software transforms Microsoft Outlook into a multi-media communications center – giving users control over both voice and e-mail messages. The friendly, graphical interface provides easy access to sophisticated features, including "on-the-fly" conferencing and document sharing, and dynamic, online directories eliminate paper directories that are often outdated. Voice mail messages are stored in the industry-standard WAV Audio for Windows format, allowing users to play them on their PCs, attach them to e-mail messages or embed them in other documents. The ability of the ShoreTel system to track incoming phone calls and export and distribute voice mails as WAV files is helpful in continually monitoring and improving client service.

"I like getting a copy of WAV files so that when I'm traveling I can see when a voice mail comes in and decide whether it needs immediate attention," said Bihr. "We travel a lot, so the ShoreTel features help us do our jobs wherever we are working."

PHONES ARE MEANT TO BE ANSWERED BY A PERSON

The TWF wanted to ensure that calls are answered by the right person and in a timely manner. The TWF and TWLC use ShoreTel's ShoreWare® Auto-Attendant, which provides 24-hour automated call answering and routing to improve service and enhance the organization'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 or department can also have its own menus with unique greetings and options. This is especially useful when callers dial the wrong office. With ShoreTel, callers dialing the Foundation's number are greeted by an auto-attendant that directs their calls to the Learning Center with the press of a button. This self-help solution means employees and volunteers don't have to spend time answering calls intended for another office. The Foundation and Learning Center both use Auto-Attendant's on-hours and off-hours greetings as well as custom greetings.

"Auto-attendant is very easy to use, and it's easy to make changes to it once you've set it up," said Bihr. "You don't need any specific expertise to set up features or make changes. ShoreTel is very intuitive."

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– Kathy Bihr
TWLC,
Executive Director

The TWF had very specific requirements regarding how it wanted the phones answered, and it also wanted to improve on existing processes. The flexibility of the ShoreTel system enabled the organization to meet these workflow requirements, rather than having to modify workflow to overcome phone system limitations. The TWF and TWLC utilize ShoreTel's hunt groups capability, which allows multiple call routing options to ensure that calls are answered, not by voice mail but by a person, by having primary and backup operators in the same—or a different—location. With hunt groups, when a person is on the phone or unavailable, calls are routed to another extension, preventing callers from unnecessarily reaching voice mail. Calls can also be routed to the receptionist and if the receptionist doesn't answer, the call can then be sent back to the intended person's voice mail.

"With ShoreTel, we're able to direct calls to different zones and when someone is paged, they hear it throughout the area and can pick up the call from any ShorePhone," said Bihr. "We're also able to easily record greetings and prompts in Spanish and English so callers can choose their language. ShoreTel simplifies things internally and enhances communications for our callers."

Finally, ShoreTel's powerful Find Me feature allows employees to configure the system so that callers can find them—for instance, on their cell phone or home phone. If the person does not answer any of their phones, the call reverts back to the ShoreTel voice mail system. The Find Me feature is especially useful for golf instructors and technicians who rarely work at their desks.

"We like the fact that caller ID is routed to cell phones through the Find Me feature," said Bihr. "This way, employees know before picking up their cell phones who is calling."
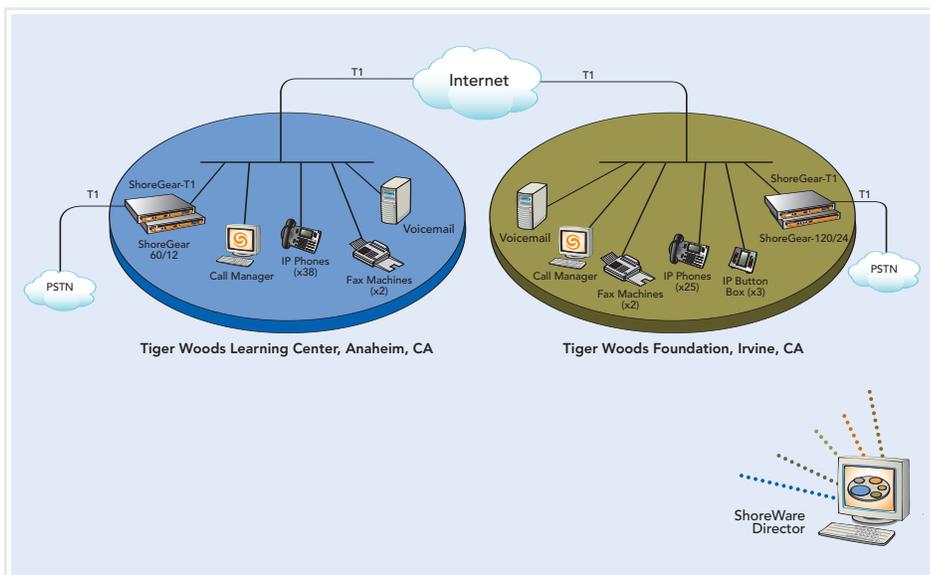
EASE OF MANAGEMENT AND IMPROVED RELIABILITY

The TWF and TWLC are using ShoreTel's ShoreWare Director, a browser-based management interface that allows an IT staff member to launch a Web browser and gain access to ShoreWare Director from anywhere on the network. Through the browser, TWF/TWLC staff can manage every site, including voice mail, automated attendant and desktop applications. In order to add a new user, they only need to click "add new" and enter 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 seconds.

ShoreTel's Call Control software is distributed to every voice switch, which eliminates any single point of failure. In the highly unlikely event a ShoreGear voice switch fails, the other switches on the network automatically take on the call-processing load.

"ShoreWare Director makes moves, adds, and changes simple and quick," said Bihr. "That's a huge benefit. We also appreciate the reliability of the ShoreTel system. We haven't had one problem since it was deployed."

Tiger Woods Foundation and Learning Center deployed ShoreTel to both locations with 70 IP phones.

A HUGE WIN FOR TWF AND TWLC

The TWF and TWLC appreciate the reliability, flexibility, scalability and feature robustness of the ShoreTel VoIP system. "Our internal communications have improved immensely using the ShoreTel system," said Bihr. "Everybody who works here—teachers, volunteers, technicians—need to move around to different classrooms and with the mobility features of ShoreTel, they don't have to worry about missing calls or messages. We are very happy ShoreTel customers, and the entire experience has been nothing but positive."

"Our internal communications improved immensely within just a couple of months using the ShoreTel system."

– Kathy Bihr
TWLC,
Executive Director