



BUSINESS

Success Story

Telefónica Global Technology Creates Smarter Working UC Environment with Voyager Legend UC, Calisto and Microsoft Lync 2013

Telefónica
telefonica.com

Location:
Worldwide

Industry:
Telecommunications

Headset Users:
500+

Services:
As a world-leading integrated operator in telecommunications – providing communication, information and entertainment solutions

Business Challenge:
Seamless integration of IT and communications solutions for a single-point, multi-device UC platform

OVERVIEW

Telefónica is a world leading integrated operator in telecommunications providing communication, information and entertainment solutions in the UK, across Europe and Latin America. With Corporate offices in Madrid, Spain, the company holds around 77% market share with operations in 24 countries, and a customer base in excess of 320 million.

THE SMARTER WORKING, MULTI-PLATFORM INITIATIVE

As a global company and well-known brand, Telefónica understands the changing pace of its market with newer and smarter consumer-based and driven technology. This pace is also evident in the way customers communicate with the company, with increased demand and traffic online for products, solutions and customer service; rather than calling into a contact centre. This customer behaviour and experience is driven by instant access, availability and answers to their needs.

To support and consistently ensure customers have this instant access, availability and answers, Telefónica recognise that its operations and employees also need to be equipped in a communications environment that supports this process in real-time – with instant access to information and communications centrally, across multiple devices and accessible anywhere.

Andrew Dacombe, Head of Enterprise Mobility for Telefónica Global Technology comments, "As part of Telefónica global IT, our remit is to make sure employees have the best communications tools not only for their working environment and role – what we refer to as 'rehumanisation of communications' to give our people the life they want to have using the technology we provide them – but also to ensure that we maximise our customers experience with Telefónica."

Andrew and the Telefónica global IT team have created and delivered a smarter working, single-platform with multi-device initiative incorporating Plantronics Voyager Legend UC headsets and Calisto UC speakerphones, with Microsoft Lync 2013 and Lenovo laptop/tablets; initially deployed to 1,500 global directors worldwide.

Andrew explains, "We had a global IT objective and initiative to deliver an end-user experience driven by collaboration on a single platform. Like most companies we have a variety of technologies – VoIP phones, webex, smartphones etc – but we wanted a unified communications strategy as the 'glue' that joins this all together, seamlessly. People were telling us that they wanted a simple and effective method to communicate with their teams, wherever everyone was based with ease of

Plantronics Solution:
Voyager Legend UC headset
Calisto UC speakerphone



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access and at any given time. Our global directors are constantly on the move, hot-desking when in offices or travelling, so, we've initiated a process fully utilising technology for smarter working with flexible and agile solutions."

VOYAGER LEGEND UC & CALISTO UC INTEGRAL PART OF COLLABORATIVE PLATFORM

At the heart of this Unified Communications (UC) platform is Microsoft Lync 2013, as the single, collaborative platform for information sharing, video, telepresence, voice etc. This works seamlessly with the multi-device solutions also deployed – Lenovo laptop/tablet, smartphone and Plantronics Voyager Legend UC headsets and Calisto UC Speakerphones.

Plantronics Voyager Legend UC is an 'over-the-ear' headset designed for mobile professionals as it provides the convenience of one headset for use with multiple devices – PC, smartphone, tablet – anywhere. Its Bluetooth mini USB stays in a USB port for 'always-ready' connectivity and Smart Sensor technology allows the user to quickly take calls without a click as it senses when the headset is being worn and automatically answers PC and mobile calls while softphone presence is automatically updated so colleagues know the user is available for calls.

THE CALISTO PORTABLE WIRELESS UC

speakerphone is small and lightweight, and designed to take UC on the road and simplify call management. It has an easy interface for call answer/end, mute and volume control on a laptop, tablet or smartphone and delivers high-quality 360 degree audio with bi-directional microphones that activate in the direction of the speaker's voice so callers hear them, and not background noise. Users can also listen to streaming media from a mobile device, for example, a podcast.

Andy Roberts, Head of End-user Technology for Telefónica comments, "Our Plantronics solutions have proved ideal for our global directors as fully portable when travelling and working remotely. They were completely seamless to integrate into our multi-device UC environment e.g. switch on and use. They offer so many benefits to our users for smarter and mobile working. With Voyager Legend, we like the long talk times between charges, call clarity and noise-cancelling; but we particularly like the voice commands menu to answer calls, redial, check battery levels and put the headset in pairing mode. The headset also tells you who's calling without having to look at your mobile phone. These intuitive processes absolutely suit our user's personal and working requirements."

UNIFIED COMMUNICATIONS PLATFORM AND PLANTRONICS SUBSTANTIALLY REDUCE COSTS

The initial deployment has been to global directors who travel from the UK, and has

already proved invaluable in terms of solutions fit for their communications globally with fellow team members, as well as mobility and flexibility when travelling. Call costs have been eliminated versus costs of thousands weekly and tens of thousands annually. The second phase is deployment to other global directors who are based in Europe, particularly in Telefónica's corporate location in Madrid.

Andy Roberts, Head of End-User Technology, also added, "It's not just about delivery of a unified communications platform and recognising trends in collaborative communications, it's also about the collaboration with our technology partners. Plantronics approach is superb in that they have given solid advice as well as delivered fit-for-purpose UC solutions to meet and exceed our objective. They have supported us with 'Awareness Days' where they have been onsite to help us maximise our use of both Voyager Legend and Calisto, and understand the feedback from our global directors and share best practice. This kind of working partnership is invaluable and our global directors have expressed their delight in being involved in this process."

Adrian Steel, Global Director of Production concludes, "Our global directors recognise that they now have fully-automated and collaborative technology with our UC platform, with minimum equipment but maximum functionality. In today's fast-moving business world, this helps Telefónica keep focused and ahead by empowering our workforce with agile and flexible working and life solutions. While the return on investment is evident in terms of productivity and cost-efficiencies, it is the impact on our customers that is also important – if our employees enjoy an enhanced work experience, ultimately our customers enjoy an engaged customer service and satisfaction experience."

PLANTRONICS – THE VOICE OF UNIFIED COMMUNICATIONS™

Plantronics offers one of the industry's most complete families of corded and wireless products for unified communications. Widely recognised for their sound quality, reliability and comfort, Plantronics' audio solutions help companies extend the benefits of IP communications throughout the extended enterprise, fostering better business communication and efficiency regardless of where professionals are working. To view our full range or to trial our products please call us on **0800 410014** or visit our website **plantronics.com**.

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**ANDREW DACOMBE,
HEAD OF ENTERPRISE MOBILITY
FOR TELEFÓNICA**

Benefits

- Contributed to call costs being significantly reduced
- Users select UC headset and solutions appropriate to their needs and working environment
- Mobility, flexibility and versatility with automatic call answering and voice commands
- Increased productivity and efficiency with linkage between PC, phone, smartphone and tablet
- Automatic sensor for call awareness and colleague availability
- Noise-cancelling eliminating background noise in the office and during travel
- UC presence automatically updated when on a call; not only on PC calls, but also when on mobile calls