

Case Study



Clear conversations in global UC environment

Company Profile

Lionbridge
www.lionbridge.com

Headquarters

United States with 43 Solution Centres in 26 countries

Industry

Professional Services

Headset Users

1,000+ in 26 countries

Services

Global provider of translation, localisation, interpretation, search relevance, content and product engineering services

Business Challenge

To improve the effectiveness of communications while reducing cost and maintaining call quality

Plantronics Solution

SupraPlus® Wideband USB Headset
MCD100 Speakerphone

A leading provider of translation and localisation services, Lionbridge help global companies meet their customers' language and cultural preferences by adapting a wide range of deliverables including: software, documentation, multimedia, training and eLearning content. Lionbridge also specialises in global search relevance, development and testing, and with VeriTest® also provides third-party product certification programs for major global technology platforms. The company employs around 4,500 people in 26 countries delivering solutions from 43 dedicated solution centres, and works with around 25,000 translation partners.

With such diverse and virtual working environments, across many time zones, Lionbridge needed to simplify the telephony and software solutions so each employee could easily work and converse with colleagues anywhere in the world and at anytime.

In 2007 Lionbridge began to decommission their PABX-based systems and implemented Microsoft® Office Communicator Server for a Unified Communications (UC) environment, and provided employees with Plantronics solutions certified and optimised for Microsoft OCS.

Benefits

- Audio solutions optimised for Microsoft® Office Communicator
- Range of audio solutions flexible enough to suit every user's needs
- Full wideband audio and USB-enhanced digital sound, delivering crystal-clear conversations and drastically reducing errors and repetition
- Noise-cancelling microphone eliminating background noise with fingertip volume and mute control
- \$2 million increased productivity and cost savings achieved in first year with OCS

Lionbridge recognised that choosing the right audio endpoints would be critical to the successful adoption of the UC for voice. Plantronics has one of the industry's most complete families of UC products optimised for Microsoft® Office Communicator.



“We are focused on delivering quantifiable value and cost savings - UC delivers a significant competitive advantage in that regard. We hold regular conference calls with both our customers and global teams. With Office Communicator combined with Plantronics audio solutions, we can clearly hear every word in our dialogue and understand dialects with no need for repeats or missing words. I would stress the importance of using the right headset solutions in creating the best user and customer experience.”

Paul McBride, VP & GM of the Global Search Relevance Business, Lionbridge



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 01793 842 426 or visit our website www.plantronics.com

To read more on how we've helped others, please visit www.plantronicscasestudies.com

Satish Maripuri, COO for Lionbridge and based in the headquarters in the USA explains, “With a global reach across 26 countries in 43 locations, good communications between employees and with our clients is vital to our operation.” Satish continues, “We have a longstanding relationship with Microsoft and participate in their TAP program. It became clear that Microsoft® Office Communicator solutions provided an environment seamlessly integrating our global office environment, enabling more effective communication while radically reducing costs.”

“Conference calls and video conferencing is an essential tool of our business and prior to OCS and our unified communications environment we were using an external conferencing solution costing in excess of \$1 million per year. Now we have software-powered VoIP, web conferencing presence with instant messaging, email and voicemail at our fingertips.”

Lionbridge employees are currently using SupraPlus® Wideband USB headset and MCD100 speakerphone solutions, both optimised for Microsoft® Office Communicator. The SupraPlus® Wideband USB headset provides clearer conversations with wideband audio for privacy when listening to voicemail or participating in conference calls. The MCD100 USB Speakerphone transforms any work space into a conference room and provides 360-degree room coverage so call participants never miss a word. The MCD100 connects via USB cable to a PC and enabling calls using online software. The full duplex wideband audio enhances UC and VoIP communications and boosts meeting productivity by reducing echo, cut-outs, and excessive background noise. For Lionbridge, this is an essential solution for their large number daily and global conference calls.

Paul McBride, VP & GM of the Global Search Relevance Business based at Lionbridge in Ireland explains, “With OCS UC, it is critical to provide employees with headset and speakerphone solutions that are 100 per cent appropriate for their everyday working needs, providing comfort and exceptional call quality.”

“It would be easy to overlook the importance of getting the right audio solutions. Computers aren't built to be used as phones so, in the broad scheme of a UC implementation, great audio quality has a significant impact on peoples' productivity and communications effectiveness.”

“Using products that are optimised for Office Communicator means that they are easy to set up and use. The combination of benefits to employees and customers, in addition to the savings generated, makes for a compelling proposition.”



Plantronics SupraPlus® Headset

Lionbridge is reaping the rewards from its investment in UC and Plantronics solutions. On average, there are between 75 and 100 conference calls per day, with typically 20 to 30 happening at the same time, consisting of anywhere between 2 to 80 participants. It is estimated that each employee is involved in 20 to 30 hours of conference calls per month. With the implementation of OCS coupled with the wideband audio and call quality of Plantronics audio solutions, Lionbridge estimates a reduction in communications costs of approximately \$2 million in the first year.

Pat Jones, an IT Manager at Lionbridge Ireland comments, “With our multi-cultural and multi-lingual environment, there's not only the functionality of both software and telephony solutions to consider. Driving user acceptance was very important, particularly with a large ratio of outbound calls made by customer-facing staff, and the quantity of global conference calls that we conduct. That was relatively easy as everyone is equipped with a Plantronics solution suitable for their respective role. All we had to do was demonstrate the ease of USB connectivity, ergonomics and sound quality, with no support requirements. This, in turn, removed any barriers to adoption. We were extremely pleased with the high level of user adoption and have come to expect excellent call quality with every conversation.”

