



CHALLENGE:



- Efficient and reliable telephony services are very important to recruitment company CVUK as most of their business is conducted on the phone. They required a more sophisticated, soft phone solution to meet the evermore demanding needs of their business.

SOLUTION:



- ShoreTel's Unified Communications (UC) platform
- ShoreTel Communicator
- ShoreTel SIParator

BENEFITS:



- Resilient, flexible and easy to manage
- Extensive reporting and listen-in features have improved staff training and therefore productivity
- The SIParator means that they no longer need ISDN lines

cvuk makes the switch to soft phones with the help of Building Zones and ShoreTel's UC solution

Background

The CVUK Group (CVUK) is a leading, international recruitment partner for the retail sector. With offices located in the heart of central London, Birmingham and around the world, a reliable and intuitive telephone system was critical to them. Most of the agents conduct their business on the phone so they cannot afford lack of functionality or downtime.

The legacy phone system just had basic analogue handsets so it lacked the potential to be a multi-functional, flexible solution that CVUK required as the business grew. In addition, the company introduced a clear desk policy about five years ago, resulting in the removal of physical phones from the desktops. CVUK needed to find a soft phone solution and Building Zones, their incumbent telephony supplier, introduced them to the ShoreTel Unified Communications solution.

ShoreTel's UC Solution

Building Zones demonstrated ShoreTel's product to CVUK and they were very impressed with its versatility and functionality. They also liked the ShoreTel Communicator which enabled the staff to have the phone directory at their fingertips, with no need to be looking up numbers all the time. However, CVUK's main requirement was to have a listen-in function and the ability for call recording, for training purposes, all of which the ShoreTel solution offered.

By utilising the power of ISDN and DDI on their soft phones, the recruitment staff can answer and transfer calls appropriately, based on the information on their screen display.

Positive Results

The new system was installed over a week-end and the transition was seamless. The staff were trained on the product and were very happy with the new soft phone solution, as they found it very intuitive and simple to use.

The listen-in element of the solution is key to CVUK: the training they can now offer the sales team is invaluable. They immediately realised a positive return on investment with regard to staff productivity.

Vanessa Elias, Managing Director for CVUK, commented:

"Our staff have been very receptive to the ShoreTel UC solution and particularly like the soft phones. They now use headsets and love the fact that they do not have physical phones on their desks as there is no time-wasting picking up the phone and dialling numbers. They can also transfer and hold calls easily: it's all there at the touch of a screen."

Jason Green, Managing Director for Building Zones, added:

"We ensure that CVUK always have up-to-date software on their ShoreTel solution and we project manage all the upgrades. ShoreTel have also been very supportive, making sure that we are kept informed of any changes and developments."

Future plans

CVUK are now considering installing ShoreTel's mobility solution which will be very useful if staff are on the move or working remotely.

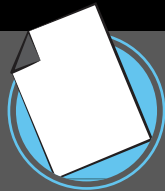
The communications platform for small and medium business, connecting people simply, wherever and however they choose.



ShoreTel's award-winning on-premises IP-PBX solution and cloudbased hosted phone system eliminate complexity and improve productivity. Recognized for its industry-leading customer experience and support, ShoreTel's innovative business phones, application integration, collaboration tools, mobility, and contact center applications enable users to communicate and collaborate no matter the time, place or device, with minimal demand on IT resources.

1874:

ALEXANDER GRAHAM BELL created the Telephone



1996:

SHORETEL was founded from a clean sheet of paper



2007:

ShoreTel was listed on the **NASDAQ** - No debt & positive cash flow



FACT: SHORETEL IS THE FASTEST GROWING ALL IP SOLUTIONS PROVIDER

- SYNERGY RESEARCH DATA

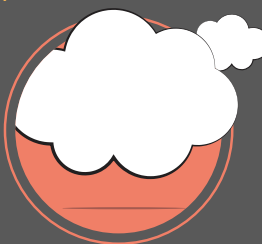
2013:

ShoreTel released **THE DOCK**



2012:

ShoreTel acquired **M5 FOR \$146 MILLION** and began developing its Cloud Solution



2010:

ShoreTel acquired mobility provider **AGITO FOR \$11.4 MILLION** - and ShoreTel Mobility & BYOD was born. A platform that is PBX agnostic



"When I first saw the ShoreTel docking station I was blown away by the thought of having my information management tool and my communications tool in one. This new way of working is the new paradigm for today's effective information worker. I remember 15 years ago talking about the concept of employees being able to take their communications command center with them and have a true virtual office."

MARK LENCIONI, SENIOR MANAGER IS ENGINEERING AT BROWN AND CALDWELL

2015:

ShoreTel released Cloud in **EMEA**

Everyone talks about Hybrid as a strategy, but ShoreTel's strategy is "Choice and Flexibility". We will be the only communications organisation to have a single user GUI irrespective of system use, CPE or Cloud. No one else has this other than those whom virtualise their existing CPE, which is not really cloud.

2014:

ShoreTel released **CLOUD SOLUTION IN THE US** - SaaS-Hybrid Cloud Unified Communications on Demand - (142,000 seats end of 2014)

2014:

SHORETEL 14.2 allows companies of all sizes to deploy in a virtualised environment. Customers can mix and match hardware and virtual appliances for highest reliability and scalability and lowest cost



"SHORETEL IS STRAIGHTFORWARD TO USE FOR BOTH USERS AND FOR TELECOM STAFF. WE HAD PAYBACK ON THE SHORETEL SYSTEM THE DAY WE MOVED IN."

- DON MCGILL. CNET

3 IMPORTANT UC TRENDS IN 2015

HOSTED UNIFIED COMMUNICATIONS

According to Infonetics Research hosted PBX and UC services have grown around 15 per cent in 2014, and are set to reach \$12 billion and 62.6 million seats by 2018

FLEXIBLE WORKING

A recent study by Citrix and the Centre for Economics and Business Research (CEBR) found that better utilization of flexible working practices could boost the UK economy by up to £90 billion, by improving employee productivity, allowing parents and carers to rejoin the workforce, and taking commuting costs and time into account.

BYOD

with 15 per cent of workers admitting to not telling their boss that they use their own device at work, 2015 will increasingly see IT departments embrace BYOD

