Title: **Distributor Improves Customer Service - Faster Respond**

Customer name: **ADN Systems**

Employees and Customer

- 300 employees
- 7 Locations
- More or less 15,000 individual customers / dealers

Business Challenge

1. Consolidation of all branches onto a single unified communications system

2. Provide presence information, so that employees can see if their co-workers are available

3. Give employees one interface for all their communications tools

4. Connectivity of employees when out of office

5. Reduce phone call cost for communication between different branches

Solutions:

1. Orionox (Voice over Internet Protocol)

Results:

1. Made it easier for customers and employees to reach the right person at much less cost.

2. Enabled employees to be accessible all the time on their extension even while away from office.

"With information employees can see whether their co-workers are available before transferring a call, so customers can talk to a live person instead of having to leave a voicemail."

Background of your Project

Challenge

ADN Systems distributes and customizes electronic, electrical and computer spares and components for customers in the India. The company has 7 locations and 300 employees. These 6 branch offices and head Office cover territory of India by dividing it in 7 separate regions. The data is managed at a central office in New Delhi. ADN Systems previously maintained separate private branch exchange (PBX) systems in each location, which only provided headquarters and one branch office. That meant that customers who called branch offices sometimes had to be transferred multiple times before finally reaching someone who was available. ADN Systems decided to make a change when maintenance costs for the aging PBX systems began increasing. Intellisoft was engaged to look at the ADN System's long-term needs for communication and collaboration rather than simply replacing the voice system. Intellisoft concluded that a communications solution is needed that would unify the entire 6 branch Office and Head Office into a single line.

The main goal for the new communications system was to help customers as well as employees reach each other the very first time. This solution would improve the customer experience and therefore strengthen loyalty. For example, customer service would improve if any employee can be contacted the first time and customer could reach specific department and branch.

Cost-benefit Analysis

Below is a cost-benefit analysis on the proposed IP PBX Telephony or Voice over Internet Protocol. Based on the quantitative analysis, total one-time project cost of USD 2000.00. All the offices already had Internet connection which was now used for voice calls also. Monthly Internet costs increase of USD 140.00 or USD 1680.00 a year was incurred for up-gradation of dial-up to broadband connection. ADN Systems recouped up-gradation and hardware cost from estimated cost savings as a result of the automation. Of course, there are also several positive qualitative factors to consider. Details of cost-benefit analysis follow:

Quantitative Analysis

Quantitative Analysis		
Communication Expenses:		
Consolidated Expenses monthly		$1,200.00
12 Months		X12
1st April -31 March 2009		**$14,400.00**
Cost Of IPBX Telephony or VOIP		
Initial Hardware Cost		$2,000.00
Monthly Internet Cost		$140.00
		X12
Internet Cost For 1st April -31 March 2009		$1,680.00
Total Cost Of The Solution		**$3,680.00**
Cost Saving		
Cost when Orionox IPBX not installed		$14,400.00
Cost when Orionox IPBX Installed		$3,680.00
Saving		**$10,720.00**

ROI (Payback Period) : $3680.00/$1200.00 **=3.06 Months**