



SUCCESS STORY

Manufacturer closes more sales through collaboration

Lovejoy, Inc. uses integrated Cisco Unified Communications and IBM Lotus solutions to quickly consult with an available expert.

Executive Summary

Customer Name

Lovejoy, Inc.
Manufacturing
Downers Grove, Illinois
220 employees

Challenge

- Increase sales
- Accelerate customer response
- Improve productivity

Solution

- Replaced PBX system with Cisco Unified Communications
- Integrated IBM Lotus® Sametime® with Cisco Unified Communications and presence technologies
- Integrated IBM Lotus Notes® email with Cisco messaging technology
- Implemented Cisco Unified Contact Center Express

Results

- Accelerated time to respond to customer questions from three days to one
- Saved an average of 30 minutes daily for every employee, with unified messaging
- Implemented complete solution in one night

Challenge

Founded in 1900, Lovejoy, Inc. originally manufactured tooling and machinery for the railroad industry. Today, the company is a premier supplier of flexible shaft couplings and other power transmission components. Lovejoy has 220 employees in three locations in the United States and Canada, and works with a German partner to serve European customers.

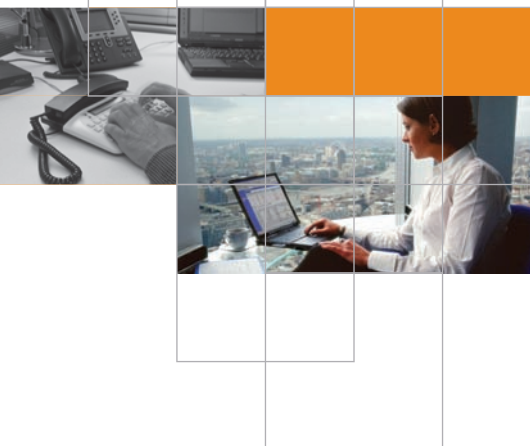
Communication and collaboration are vitally important to Lovejoy's salespeople, who rarely visit the main office. "It's an inefficient use of time and money for salespeople to travel to the office for meetings," says Sandra Swaim, vice president of information technology. "They need collaboration tools so that they can reach out to other people from any location: the office, the field, or home."

The need for collaboration is especially important in Lovejoy's industry because many products are commodities. Customers often place their order with the first vendor that can provide a quote or commit to a delivery date. Lovejoy found that collaborating across time zones was delaying its response, causing the company to lose business.

When the economy faltered in the summer of 2008, Lovejoy concluded that it needed to improve its communication and collaboration processes to help sustain and increase market share. "It was not the best time for discretionary capital expense, but we could see that doing nothing would harm the business," Swaim says. At the time, Lovejoy used a private branch exchange (PBX) voice system and Lotus Notes email. The company wanted to continue using IBM Lotus Notes, add Lotus Sametime for instant messaging, and implement a new communications system that would transform the way that the company responded to customer requests.

Solution

After evaluating several solutions, Lovejoy chose Cisco® Unified Communications and IBM® Lotus Sametime because they were already integrated with IBM Lotus Notes. For assistance with the implementation, Lovejoy engaged CDW, a Cisco Gold Certified Partner and IBM Business Partner. After several weeks of planning and testing, Lovejoy transitioned from the old PBX system to the fully integrated Cisco and IBM solution in just eight hours, at night. "Cisco and IBM had already done the integration, so we didn't have to worry about interoperability issues," says Chris DuBois, network administrator.



The integration between Cisco and IBM solutions enables employees to communicate and collaborate more easily. For example, a salesperson who needs an answer to close a sale can find currently available experts using IBM Sametime presence plus integrated telephony presence from Cisco Unified Presence. Then the salesperson can use the same interface to send an instant message or click to call the expert's preferred phone number. Lovejoy sales teams can collaborate more easily by sharing and exchanging files and sales information in a secure, real-time environment, speeding decision making.

Employees save more time because of the integration between Cisco Unity® Unified Messaging and Lotus Notes. They can see a list of their voicemail messages in their Lotus Notes inbox, click to play them back in any order, and forward voicemail attachments like any other email.

Results

Enhanced Collaboration

If a customer calls to ask which type of coupling is best for an unusual application, the salesperson might need to consult with a coworker. "When we communicated across different time zones with voicemail and email, customers sometimes did not receive an answer for two or three days, causing us to lose business to competitors," Swaim says. "Now, with the integrated Cisco and IBM solution, we can often get the answer the same day, with instant messaging and click to dial."

Increased Productivity

Cisco Unity Unified Messaging saves approximately 30 minutes each day for employees. One reason is that they can manage their voicemail from their Lotus Notes email inbox, eliminating the time that they used to spend dialing into office voicemail multiple times a day. Employees also leave fewer voicemail messages because presence information helps them reach the right person on the first try.

Improved Quality of Life for Employees

As a family-owned business, Lovejoy highly values quality of life for employees. The company is beginning to allow employees to work from home, using Lotus Sametime to stay in touch with instant messaging. Lovejoy is also thinking

about giving its teleworkers Cisco IP Communicator software on laptops so that they can make and receive calls on their office number, from any location "Saving an hour or two commute each day is good for morale and saves fuel costs," says Lovejoy. "And the work-at-home option might also reduce our real estate costs."

Product List

Cisco Unified Communications

- Cisco Unified Communications Manager 7.0
- Cisco Unity Unified Messaging
- Cisco Unified IP Phones 7920, 7921, 7941, 7960, 7970, and 7912
- Cisco Unified Contact Center Express

IBM

- Lotus Sametime
- Lotus Notes

For More Information

To find out more about Cisco Unified Communications go to: www.cisco.com/go/unifiedcommunications.

To find out more about the Cisco and IBM Alliance go to: www.cisco.com/go/ibm or www.ibm.com/cisco.



Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
www.cisco.com/go/ibm



International Business Machines Corporation
New Orchard Road
Armonk, New York 10504
www.ibm.com/cisco

© 2009 Cisco Systems, Inc. All Rights Reserved. The Cisco logo is a trademark; Cisco, Cisco Systems, and Cisco Unity are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries. All other trademarks mentioned in this document or website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company.

IBM, the IBM logo, ibm.com, Lotus, Notes, and Sametime are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at www.ibm.com/legal/copytrade.shtml. Other company, product, or service names may be trademarks or service marks of others. References herein to IBM products and services do not imply that IBM intends to make them available in other countries. IBM makes no representations or warranties regarding third-party products or services.