



Effective Communications in Today's Competitive Landscape

"With FirstClass our team members never miss a beat - regardless of communications device, geographical location or time zone" - *Eric Rode, IT*

Organization: PT&Co.

Industry: Corporate and Marketing Communications

Application: Upgrade of existing system to FirstClass Unified Communications

Results:

- effectively supported communications to a wide range of local and international clients in the consumer market
 - an ideal forum for employees to share ideas, best practices, and resources
 - enhanced project management and knowledge sharing abilities
 - complete access to data and messages, regardless of location, which is especially useful for team members who travel internationally
 - low total cost of ownership in comparison to other telephone systems
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About PT&Co.

Founded in 1990, PT&Co. is a full-service corporate and marketing communications agency located in New York City. The agency serves a wide range of local and international clients in the consumer market. Their client list includes American Express, Ernst & Young, Liz Claiborne, Charles Schwab & Co. and Target Stores.

As a client-facing agency it is imperative for them to remain competitive and have powerful communication tools at team members' fingertips to ensure that they are not just communicating effectively in-house but also with their client base.

In this line of work being responsive is key to ensuring client satisfaction and loyalty. In today's competitive landscape traditional communication barriers are no longer an excuse and the ability to overcome these challenges can mean winning new business or losing it.

The Communications Challenge

As a forward-thinking agency, PT&Co. was faced with the task as to how to best upgrade their existing telephone system. A number of team members who traveled internationally for clients were having difficulty accessing their voice messages due to international dial tones which were not being recognized by their existing telephone system.

In addition, many of these same team members were not able to easily access data and messages enroute to the airport or at the airport terminal due to traditional communication barriers.

With these challenges in mind, the agency began investigating the cost of a new telephone system. According to Eric Rode, I.T. Guy at PT&Co. the high price tag of a new telephone system prompted them to investigate other options that would enable them to overcome all of the above mentioned challenges more cost-effectively.

The FirstClass Solution

After reviewing a number of solutions, Mr. Rode selected Centrinity's FirstClass Communications Platform providing team members with two powerful communication management tools - Collaborative Groupware and Unified Communications. No longer would team members' communications be restricted due to traditional communication barriers. Team members now have the ability to control their information and, most importantly, access it however, whenever and wherever they want with ease.

At the foundation of the FirstClass Communications Platform is the Company's Collaborative Groupware technology which provides team members with an ideal forum to share ideas, best practices and resources through email, conference, directories, individual and group calendaring and online chats. Team leads can effectively manage their members and keep up to date on their client action items and deadlines. Team members can also create conferences and control permissions as to which team members can access or contribute information for confidential client projects. This helps to ensure the utmost in client confidentiality.

Combined with FirstClass Unified Communications, team members are provided with a powerful communications management tool that provides them with a unified mailbox that converges the team member's voice, email and fax messages. No longer do team members have to rely on a variety of different places for their information as they can check all of their data and messages from one unified mailbox that can be accessed via the device of their choice. Team members can control their information and prioritized messages.

For those team members on the road they can now access all of their data and messages via computer, handheld, telephone or cell phone - regardless of their location and time zone. For example, team members can access their data and messages via cell phone on the way to the airport and quickly respond to the client. Team members can also access their email at any Internet kiosk at the airport terminal by just logging onto their website. In addition, international dial tones are no longer an obstacle as team members can access their voice messages via a computer and respond to them quickly.

According to Mr. Rode the ability to implement a cost-effective solution like Centrinity's FirstClass Communications Platform not only benefits the agency but also its clients. A number of team members who travel internationally have been able to significantly reduce their long distance charges which means that the clients no longer incur these additional costs.

"As a client-facing organization the ability to respond to important voice and email messages more efficiently is key in today's competitive landscape," said Mr. Rode, PT&Co. "FirstClass Unified Communications enables our team members to respond to client inquiries in a more efficient manner. With FirstClass our team members are able to access and forward important data and messages to other team members via their computer or phone. They can also receive new message notifications via their cellphone. So, it doesn't matter if they are on the road or in the office, they are able to quickly respond to customer needs and get the job done. We are also impressed with the ease of use of FirstClass. It is definitely a must-have communications tool for any growing organization."

"With FirstClass our team members never miss a beat - regardless of communications device, geographical location or time zone," he added. "I can't imagine why any client services company would not buy FirstClass as it enables them to save money, time and increase their [team members] performance."

To experience the power of FirstClass, call 1.888.808.0388 to arrange for a demo.

