

Allstate Insurance



The Customer

After carefully evaluating and using different systems, Allstate Insurance has decided to standardize on ZULTYS. Whether you have one or multiple locations, in the same or different cities, Zultys has the ability to connect them all together (as if you are in one office), as well as connect your clients to your offices seamlessly and transparently, without needing the extra attendant at each of the offices. Furthermore, the ability for the agent(s) to now work from home or ANYWHERE they want, yet be connected using an IP Phone (without VPN) or even their standard HOME phone or a Mobile phone has provided significant return on investment value to the Insurance companies. Agents working from home, means less commute, and more time to spend with clients, less office expense, less office space and real estate, yet better connectivity, since we have the ability to cascade the call from home phone to IP phone to mobile phone or ring them ALL at the same time. Enable your offices to work together, eliminate the Long Distance fees and better connect to your clients. This significant increase in efficiencies has brought about decreased costs to the agencies. Last, our built-in Fax Server allow employees to receive and send Faxes from anywhere without the need for a fax machine everywhere. Eliminate additional Paper, Toner, Ink, waste, and time spent waiting. Fax from and to your desks from your office or your house). Check your VM from anywhere, and forward clients based by Caller ID to the correct agent.

The Challenge

Allstate was concerned about the stability and quality of its aging patchwork phone system, while wanting to protect the investments already made in its phone system. As the company grew to tap new business opportunities it ran into several challenges:

- Juggling operations and communications at three offices was impeding responsiveness and quality of customer service
- Customer expectations moved forward while the deployed solution did not
- System responsiveness was unacceptable

"As our foremost critical need, effective communication with our customers, we needed to make changes to our infrastructure that would drive client satisfaction. And as customers become increasingly savvy, they expect that their insurance firm leverages the best advanced communication technology," said Mark Tucker, Owner. "We had analog equipment from multiple vendors that we wanted to re-use, but we needed to migrate to a single platform to tap new capabilities that could help all of our offices and staff in the field work together as a single team, enhance our Inbound Call Center operations to boost the quality of our customer service -- AND save money. That was a tall order."

The company evaluated multiple alternatives and decided that the best path forward would be to adopt a VoIP system to provide Unified Communications, more flexible services and lay the foundation for future services that could benefit the company. The solution chosen increased productivity, decreased costs, and improved their communications.

"I explored a number of options, and ended up standardizing my operations on the Zultys "all-in-one" solution," said Mark. "Zultys delivered solutions that were over-and-above what they'd promised, and at a very competitive price point. Furthermore, it was easy to install and I can administer it without requiring much 3rd party help. It also let me maintain the investment I had made in my existing phone system -- I didn't have to do a "rip and replace" to start benefitting from Zultys' Voice Over IP and Unified Communications system. Zultys is the link that really brought all of my offices together -- no matter where my team members are."

Profile

- Headquarters and two branch offices
- Metro-wide client-base
- Requires connectivity across the organization, including centralized receptionist functions
- Scores of users

"In this challenging economy, technology should only be acquired if it makes you money, or saves you money. I'm happy to report that Zultys has achieved all these. I can't be more pleased with the Zultys system."

Mark Tucker, Owner

The Solution

Allstate worked closely with its Reseller, ROI Telephony, to craft the Zultys solution it needed. They installed one MX250 IP PBX and two MX30 IP PBXs, along with Zultys phones. They installed an MX250 in their primary HQ office in Hickory Creek, TX and one MX30 in each of their offices in Denton, TX and Lewisville, TX.

The company secured licenses for MXIE™ (the Zultys Unified Communications Client), fax, ICC, Call Record and other features. Allstate also migrated much of its incoming/outgoing fax services to its Zultys IP PBXs. The IP PBXs were grouped together into an MXgroup configuration, providing complete company-wide Unified Communications including extension dialing, Presence and Chat services.

The Impact

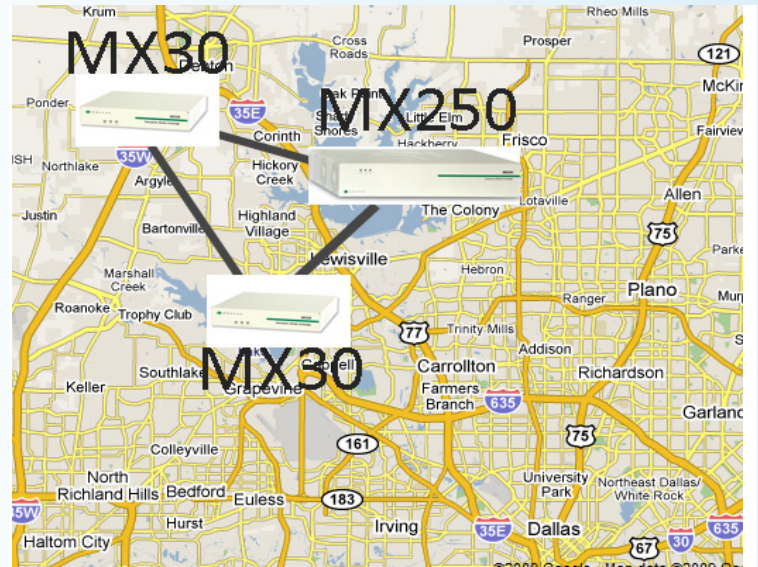
"Zultys's solution has greatly improved my business," said Mark. "I've seen significant productivity gains and cost reductions."

- **Centralized receptionist:** "I have three locations with a single centralized receptionist. My receptionist provides a 'local voice' to every caller since with Voice over IP she knows which office the customer was calling – my customers really appreciate a small town feel. This has also allowed me to become more efficient by only needing one instead of three receptionists."
- **Voicemail:** "Now voicemail is delivered where you want it – on your traditional phone, on your PC or attached to an email. I can even forward voicemails as easy as forwarding emails, to anyone inside or outside the company."
- **Call recording:** "On a daily basis I can record all of the calls to my office – both inbound and outbound call - I can even choose to have the call recordings delivered to my desktop as soon as I hang up the call. This has improved our quality control and brought about consistent delivery and problem resolution."
- **Inbound Call center:** "Whether you need claims, sales or new customer contacts it's all part of the solution, easy to setup and easy to use and allows even employees working from home to be a part of the call center and process inbound calls."
- **Remote access:** "No matter where you are with an internet connection you are in the office. Move your phone to another

"As our market becomes hyper competitive we all need to do our utmost best. The Zultys solution has greatly benefited my business, I'm sure it could benefit yours."

Mark Tucker, Owner

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Offices were connected together in a seamless Unified Communications system by using MXgroup to connect Allstate (Hickory Creek, TX) offices in a peer-to-peer architecture that provided service and survivability.

office or to your house. The call can follow you anywhere."

- **Productivity:** "Zultys provides a desktop client that I'm elated to say, really makes my team more productive, efficient and makes communicating across distance and offices as simple as a click on your desktop. I don't believe I'm alone when I say that I was very skeptical about a desktop client that makes things easier... however I wouldn't be without it now. It uses the same address book I was using, it allows me to drag names onto the screen and my desktop phone rings with the desired party. It supports instant messaging, it allows me to make conference calls as easy as dragging members on the desktop, it provides the presence of all of my staff (available, on a call, working, back soon etc)."
- **Reports:** "The solution provides an ability to track the calls (inbound or outbound) so I can coach my agents how to improve their sales activities."
- **Full fax support:** "Send and receive from any telephony device as well as your desktop client. You can also have faxes automatically routed to your email."
- **Call reporting:** "Since call detail reporting is included, I can assign a different phone Number for a campaign (i.e. Yellow Pages, or Add) and then run the reports to assess the success of that campaign."
- **Reliability:** "Everything can be duplicated as part of the solution design so if something should fail the system doesn't go down. Zultys even has a battery backup system that is best in class."