



**Hogg Robinson Group
connecting people
to places**

**Unified
Communications**

The future is exciting.

Ready?





“ When you give the right technology to your staff, the more opportunities you will have as a business. Working with Vodafone as a partner we’re building value together. ”

Neil Kirk
Head of Unified Communications
Hogg Robinson Group



Tailored travelling needs technology

Hogg Robinson Group (HRG) is an award-winning corporate services company.

Offering a complete travel solution, the business books, manages and analyses the travel requirements of hundreds of corporate clients, all day, every day.

With a team of 14,000 and a network extending to more than 120 countries, HRG use their local expertise and specialist knowledge to create tailored solutions for clients.

In fact, someone somewhere within HRG, is finding a room for a client right now. And they're doing it using Vodafone.



Challenge

Migration of users from nine telephone systems to one Unified Communications platform

Establishing a seamless contact centre experience for clients and ensuring staff are always available for customers

Creating a more flexible work environment for employees, enabling them to work remotely

Finding a solution that could be integrated into HRG's worldwide unified communication strategy



Solution

A comprehensive Unified Communications solution from Vodafone, consolidating the company's mixed communications estate

The migration of 1,500 fixed lines to new non-geographic numbers

SIP trunking into the nine contact centre operations, creating a more resilient, feature-rich environment at the front line



Benefits

Improved customer service with calls into the nine contact centres answered faster and routed to appropriate client teams

Allows HRG to create virtual teams to support clients, regardless of location

Facilitates the use of home workers, establishing the business case for remote working and meeting corporate objectives

Free internal calls following switch from fixed line to non-geographic numbers over WAN

Responding remotely

Hogg Robinson Group provide all aspects of a traveller's itinerary to best suit their needs and their company policy.

With the origins of the business dating all the way back to 1845, HRG has an impressive heritage, built on finding answers and anticipating the needs of their clients, even before they ask.

Today, HRG has developed its own unique systems and invested in training and retaining its client-facing staff.

While there's no doubt that developing and integrating new technology can make clients' travel management easier, there is no escaping the importance of the human touch.

"People make and maintain relationships, technology assists them," says Neil Kirk, HRG's Head of Unified Communications.

The challenge for HRG is to use technology to make sure staff are always available and that client expertise can be quickly brought to bear on any issue.

"If there is an airline strike, or another Icelandic ash cloud, our guys will know about it before the client," says Neil.

"We can see how many of our clients' staff will be affected, and we can be working on solutions."

To do this needs a combination of things. It needs to mesh its systems with client-facing staff, it needs a seamless contact centre experience for clients and it needs to create a more flexible work environment.

Part of this flexibility is being able to work remotely, meaning HRG employees can respond to calls at all hours, rather than being bound to the office.

"We need to give our staff the tools they need to do their jobs, regardless of location," explains Neil.

HRG has a 1,500 person operation in the UK. The business need was to migrate those 1,500 people from nine telephone systems to one.

Not only increasing the number of home based workers, but also interconnecting skills, people and services into a seamless solution.

It was equally important that the solution could be further integrated into HRG's worldwide unified communication strategy.

“We need to give our staff the tools they need to do their jobs, regardless of location. Vodafone is best in class in terms of strategy, infrastructure and products.”

Neil Kirk
HRG's Head of Unified Communications

Consolidating communications

Working with HRG since 2000, Vodafone's services were a great fit for the size and shape of the project.

With this in mind, HRG signed a new five-year agreement across fixed and mobile in 2012. "Vodafone is best in class in terms of strategy, infrastructure and products," says Neil.

Vodafone delivered a comprehensive Unified Communications solution, integrating the business's fixed and mobile lines, and helping create the best possible worldwide service. Consolidating this communications estate across nine UK offices and installing SIP trunking, delivers a more resilient, feature-rich environment at the front line.

"For us, Vodafone is best placed to make the most of these converged technologies," adds Neil.

Vodafone also migrated the company's 1,500 fixed lines to new non-geographic numbers, interconnecting skills, people and services into a seamless solution.

Working with Vodafone, the company aligned previous technology investments across multiple continents, to encompass the same basic goals, but adding diverse countries, cultures and time-zones.

"Clearly there is a benefit in terms of economies of scale, but we also looked at who Vodafone partners with," says Neil. "They're a gold level partner of Avaya, and Avaya is at the heart of our global contact centre operations."

Building value with Vodafone

Working with Unified Communications from Vodafone, HRG has delivered improved customer service, with contact centre calls answered faster

and routed to appropriate client teams. "It means we now manage just one site, rather than nine individual offices," explains Neil. "Our contact centres are better placed in terms of business continuity, we're more flexible in that we can add new lines quickly, and we can integrate multimedia."

Internal calls are also now free, following the switch from fixed line to non-geographic numbers over WAN and with new collaboration tools, the business has been able to create virtual teams to support clients.

"When you give the right technology to your staff, the more opportunities you will have as a business," says Neil.

Whether its flights, railways, meeting rooms, visas or car hire, staff can provide the same high-class service as always, but can now do it regardless of location.

This has facilitated the use of home workers, establishing the business case for remote working on both back office and frontline operations and helps meet corporate objectives for staff retention and service delivery.

"We believe in people going further and that applies to what we do for our clients and for our own staff," concludes Neil.

"Working with Vodafone as a partner, we're building value together. We're using technology that is applicable to our business."

For more information on our products and services, please go to www.vodafone.co.uk/business

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