Reducing cost, increasing productivity
Executive summary
Utilities companies now have the opportunity to streamline communications to make staff and budget resources go further. Vodafone One brings together the many different ways we communicate today to create a new, integrated communications solution that enables the business to make the most of their existing investments, lower their costs, make staff more productive and deliver the quality of service that keeps customers loyal. By joining fixed, mobile and desktop communications into one, fully managed solution, Vodafone One will enable your staff to work more effectively as a team – whether they’re at the office, at home or in the field.

The challenge you face
As with all corporate organisations, reducing the cost of operations is at the top of the agenda for utilities companies. That leads to a related emphasis on doing more with less, focusing resources on areas where they can demonstrate value and maximising the productivity of the workforce with initiatives such as dynamic workload scheduling.

There is a parallel need to reduce risk: the risk of customer churn and revenue erosion as customers are shopping around more than ever before; the risk of incurring unplanned overheads by failure to comply with industry regulation.

The condition of assets must be monitored too in order to allow maintenance before any fault becomes critical and the safety of staff must be protected in what can often be potentially hazardous environments.

Finally, to support future business growth, utilities organisations must innovate for greater flexibility and grow the customer base in increasingly competitive markets.

Vodafone One for utilities
Vodafone One addresses the critical concern of lowering operating costs by providing an opportunity to rationalise legacy solutions, optimise information flow and simplify administration.

Existing investment is leveraged as Vodafone One builds on existing LAN/WAN investments. With the addition of a Vodafone IP-PBX, this creates an innovative communications platform for the future which is integrated with the Vodafone mobile network and the customer’s existing fixed network and desktop environment, providing seamless communication and a simplified user experience.

Cost savings translate to the long term too through streamlined communications and efficient call routing.

Travel costs are reduced because staff have less need to commute – which lowers emissions and improves the organisation’s carbon footprint.

By providing an integrated platform for flexible working, Vodafone One also gives staff efficient access to colleagues and information, enabling them to make real-time decisions and speed up response times wherever they are working.
The result is excellence in customer service delivery as customers can reach the people they need more quickly and staff can spend more time out in the field with customers.

**Vodafone One in detail**

Vodafone One is delivered by Vodafone, a preferred communications partner to many utility suppliers, as a fully managed end-to-end solution. It fosters collaborative working, cost-effectively:

- One number per user (mobile or geographic)

Vodafone One is designed to make it easier to contact a user first time with features such as one number per user with all active devices ringing when called and call routing to home phones for home based workers. The call finds the person, rather than the device.

- One voicemail box

Vodafone One is designed so that users spend less time picking up their messages. Voicemail and email are fully integrated and a caller’s details are clearly visible – so it is easier to pick out key messages and prioritise a response. Quite simply, this is “read one, read all” functionality combined with “delete one, delete all” practicality.

- Presence information

The contacts directory and Presence information make it easier to find the right person and get a response quickly. If a user can ‘see’ what a colleague is doing, they can choose the most appropriate method for contacting them.

**Utilities scenarios**

**Scenario 1**

As part of the Ops team, James is working for the utilities company’s regional office and needs to get in contact urgently with Mike, the Ops Director who is working at the city-based parent company, for information on new settings.

James calls Mike on his ‘one number’. The Vodafone One solution recognises that Mike has a mobile, desk phone and softphone application on his computer that allows calls to be made over the Internet rather than via a handset. Mike is unavailable so James leaves a message requesting information on the new settings. The solution puts a ‘message waiting’ indicator on all of Mike’s associated devices.

Once he’s available, Mike notices there’s a voicemail message waiting and listens to it on his mobile. The ‘message waiting’ indicators are then cleared from all his devices.

Mike uses his Windows Mobile device to check if James is still available and finds he is online. He then sends an IM to James detailing the new settings.

> “As an organisation, we have been under massive pressure to reduce costs. With Vodafone One, we have reduced the cost of maintenance and gained cheaper fixed and mobile rates whilst benefiting from increased productivity.”

IT Director
Scenario 2

Peter is an engineer who is working remotely to fix a problem. However, the problem isn’t as straightforward as he first thought and he needs some help from Ian – a colleague based back in the utilities company’s regional office.

Without Vodafone One, this could have resulted in lost productivity as Peter would have been forced to return to the office to find Ian in person or track him down on by phone, mobile or email. Instead, with mobile applications fully embedded into his way of working, Peter simply calls Ian’s ‘one number’. This rings his mobile and softphone.

The call is answered on the softphone, but Ian is not the right person and has to pass the call to Fiona. Ian can see that Fiona is available, so he sends her an IM to see if she is able to take the call. The call is then transferred to Fiona who answers on her mobile.

Fiona goes into her office and wants to take the call on her desk phone as she’ll be on it for a while. She transfers the call from her mobile to her desk phone – without hanging up the call.

They realise that they need to set up a conference call with James, who they can see is currently busy. Fiona sends an IM asking him to join a conference call once he’s available.

As soon as James becomes free, he sends an IM to Fiona to see if he’s still needed and Fiona notifies Peter.

Fiona then adds James to the call.

Meet the challenges, today

For more information on Vodafone One and how it can help in meeting your challenges, contact Vodafone at: info@vodafonebusinessservices.com