

GRUPPO gabrielli

STEEL SERVICE NETWORK

Who

www.gruppogabrielli.it

- Cittadella (PD)
- 1,200 employees
- 1,200,000 tons of goods sold per year
- Steel transformation and marketing leader

Situation

- There was a Cisco UCM 6.x system for 800 users spread over 15 locations
- Female operators were using the operator workstations included with the Cisco UCM for taking calls
- UC applications were being used for directories, telephone traffic control and a Skype gateway
- It became necessary to upgrade the Cisco system to version 9.1

Objectives

- We were asked to fill the gap posed by absence of a native operator workstation in the Cisco UCM 9.1 and to improve management of inbound calls
- A more advanced billing system and retention of existing UC capabilities were required

Imagicle Solutions

- **Operator Workstation**
- **ACD Customer Service**
- **Directories**
- **Contacts mobile app**
- **Audio Skype Gateway**
- **Telephone Traffic Control**

Results

- The upgrade to version 9.1 was carried out simply and improved UC capabilities
- Customer calls are answered within an acceptable amount of time and the job of the female operators has become simple
- Telephone traffic control has become more efficient and complete

Making a choice has never been so simple.

With the changeover to Cisco UCM 9.1 the choice of Imagicle solutions was natural because they provided the Gabrielli Group with everything required for improving UC capabilities without compromises.

1,200,000 tons of steel products processed every year.

For more than 50 years the Gabrielli logo has been present in the Italian marketplace and in the sector of transformation of iron and steel products.

With 6 different companies and over 180,000 sq m of factory space situated in northern Italy, today the whole Gabrielli Group has more than 1,200 employees.

A relationship with Cisco that began some time ago.

The Gabrielli Group started using Cisco technology in 2006 when it acquired a UCM platform version 5.0.4, later upgraded to version 6, which handled the communication requirements of 800 users at 15 locations.

Inbound calls of the 6 companies belonging to the group were handled by using a solution consisting of 10 Cisco Attendant Consoles per operator workstation and by the contact center solution of Cisco IPCC Express. The ACD was configured to provide round the clock service, automatically transferring calls to pre-set extensions when female operators were absent. At times this configuration caused very long waiting times for customers who hung up and tried to call another office.

Female operators were also responsible for updating a directory, by using a customised application, with over 2,000 speed dial numbers, which allowed for calling outside contacts. In order to work, the system also required the creation of fictitious users on the Cisco UCM corresponding to the pre-set short number.

A telephone traffic control solution was also being used which only allowed for basic analysis, and was unable to meet all of the



company's monitoring requirements.

The system was completed by a Skype gateway enabling sales people to call and receive with their personal account their Skype contacts directly on the phone on their desk.

CUCM 9.1.
A necessity and an opportunity for revising many services.

Termination of support for version 6.x of the Cisco UCM made upgrade to version 9.1 necessary. After changing over to the new version it was no longer possible to use the operator workstation solution included with the Cisco UCM, and it was not even possible to create fictitious users for speed dial functions to work.

Gabrielli Group involved Imagicle to provide an operator workstation solution that could meet the requirements highlighted. At the same time Gabrielli Group wished to simplify management and improve the flow of inbound calls while retaining UC capabilities utilised at the company. It also wanted to replace the telephone traffic control system with an advanced reporting solution that was simple to manage.



imagicle®

Applications

Blue's Attendant Operator Workstation

Operator workstation for PC that simplifies the life of every one of the company's telephone operators (visually impaired and blind ones included), allowing for easily handling inbound and outbound calls.

Queue Manager Enterprise ACD

ACD solution for taking and sorting inbound calls. It manages multiple queues by forwarding calls to operators based on multiple algorithms with customisable courtesy messages. It analyses queue traffic and the work of agents with statistics even in real time.

Speedy Enterprise

Directories, Caller ID and Click to call functionalities

Centralised directories management service that makes all contacts available and allows for identifying the caller directly on the telephone or on the PC client.

Imagicle Contacts

Mobile App

Mobile app for iPhone and Android devices enabling the user to access company directories while out of the office. Integrated with Cisco Jabber.

SkyStone

Audio Skype Gateway

Gateway software that integrates Skype into the telephone system. It allows users at the company to take full advantage of Skype services by connecting it to our Cisco UC.

Billy Blue's 4

Accounting & Billing

Telephone traffic control solution. Multi-carrier, multi-site, multi-country, multi-currency and multi-time zone, Billy Blue's 4 adapts to any type of requirement and can also operate on different telephone system networks, allowing for centralised control.



The Imagicle operator workstation came with many pleasant surprises

The female operators of the group wanted the operator workstation due to the simple to use appealing interface with plenty of functionalities. They preferred it to what the competitor was offering. The company's IT department backed the choice because apart from being certified compatible with Cisco 9.1, it was associated with Imagicle's ACD solution which allows for easily managing all complex management logics of the calls of the group. "It was just as we expected and at last", explains Matteo Briotto - IT Manager for the company. "Now all our customer calls are answered within an acceptable amount of time."

The decision to choose Imagicle was backed by the fact that all its solutions are included in just one suite, including ACD and operator workstation, as well as telephone traffic control, management of directories and speed dial functions and so much more.

Thanks to the telephone traffic control solution Gabrielli Group has centralised monitoring of all users situated at various locations. "This solution," continues Briotto, "has provided reports we never could have imagined before with the query and complex groupings and graphics we needed."

"We picked Imagicle for the operator workstation but we appreciated them for the whole suite and the support."

Speed dial functions are now managed by female operators directly from the suite's Web interface: Speedy Enterprise has become the only access point to company directories with click to call functionality. It is no longer necessary to create fictitious users within the Cisco UCM. Also saved in the directories are all Skype contacts Imagicle's new gateway software allows for calling directly from the phone on the user's desk.

Thanks to Imagicle Contacts, our 150 sales people can access any company directory at any time even from their smartphone.



"The choice of the Imagicle operator workstation," concludes Matteo Briotto, "has made us discover the value of having all apps in just one suite, all integrated into a single, simple to use interface, just one server to manage and maintain, but most importantly, just one partner ready to listen to our requirements who provides us with excellent support."

