

## AQUENT+SHORETEL

Aquent recruits ShoreTel Sky for flawless voice and seamless accessibility to clients and candidates



## A Q U E N T

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### Challenges:

A priority for an organization with hundreds of employees, and a mandate for high-touch client contact, is the highest-quality phone system. The company also was seeking ways to measure employee activity and fine-tuning procedures.

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### ShoreTel Solution:

ShoreTel Sky hosted VoIP solution offered integration capabilities, streamlined billing, and reporting and training features.

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### ShoreTel Benefits:

- Flexibility due to mobility options
- Enhanced reporting features
- Accessibility of critical data
- Streamlined billing

### Perfect candidate for hosted VoIP

Aquent has offices around the globe with customers, including two-thirds of the Fortune 500 and 90 of the Fortune 100 companies. It was looking for an edge that would allow it to compete for placements and outperform competitors.

### Using telephony to fine-tune processes

Aquent is a premier global staffing firm specializing in placement of marketing and creative professionals. They already had proven tenets and processes. The organization was looking for a phone system that allowed it to leverage its existing processes faster, better, and more efficiently.

Aquent had strict criteria for its new phone system that began with ensuring clients had a consistent, quality phone experience and seamless access to their desired parties.

### ShoreTel Sky makes it easier for clients and candidates to connect

Aquent chose to deploy ShoreTel Sky, a hosted VoIP unified communication solution, and now all agents have direct incoming numbers. That enables clients to have one number that reaches their intended party, without having to try cell, secondary, or home numbers.

“ShoreTel Sky is also a plus for Aquent’s growing number of remote workers. By simply plugging a ShoreTel Sky phone into an Internet connection, users are visible, reachable, and ‘in the system’ with all the same features and tracking available to coworkers in the office,” explains Deb McCusker, vice president of shared services for Aquent.

### Improving customer service with metrics and integration

Who called whom, when, and for how long? Tracking that type of valuable data, especially with multiple offices across the globe, is next to impossible with a conventional phone system.

ShoreTel Sky automatically tracks all phone activity in real time. Reports can be customized to generate key performance measurements that management can use to gauge productivity. Supervisors can correct or coach behavior immediately instead of waiting weeks to find out that there is a problem.

Aquent recently began transitioning to a cloud-based CRM, and it is planning to deploy ShoreTel Sky Application Integration, which integrates phone-based activities into the CRM application.

With the integration, outgoing calls can be initiated with a single click and notes can be added automatically. Incoming calls generate instant screen pop-ups that display candidate and contact information before the call is answered.

The plug-and-play nature of ShoreTel Sky also reduces the burden on IT. Moves, adds, and changes are quick and easy. There is no traditional wait time for installation by IT or third parties. New offices or staff can be added on the fly with no loss of time or productivity.

“It used to take six weeks and an assigned manager to coordinate office and department relocations. Sometimes an office would move just a couple of blocks and we had to change a long-held phone number. With ShoreTel Sky, that will never be an issue again,” says Larry Bolick, chief information officer at Aquent.

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Deb McCusker  
Vice President of Shared Services  
Aquent

### ShoreTel is a key contributor to Aquent’s growth

Aquent considers ShoreTel Sky a great fit for numerous reasons. Aquent now has flawless voice and seamless accessibility to both clients and candidates, metrics, and application integration for ultimate management control and client interaction,

## ShoreTel Success Story

which give Aquent the flexibility to do what it does best: serve its candidates and clients.

The simplicity of billing is another ShoreTel Sky advantage. Previously, every month Aquent administrators had to reconcile and process invoices from more than 40 long-distance carriers and local phone system vendors, not to mention processing phone expenses from home workers.

Today, Aquent gets one itemized monthly invoice from ShoreTel Sky that covers all locations, all phones, and all services. The elimination of effort is just one more contributor to the positive ROI that Aquent has realized since the implementation of its ShoreTel Sky managed, hosted VoIP.

"ShoreTel Sky performs exactly as they said they would and exactly as we hoped. Voice is central to Aquent success, and we believe we have a partner that can support and facilitate our ongoing growth," concludes Bolick.

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Larry Bolick, Chief Information Officer  
Aquent

### ShoreTel. Brilliantly simple business communications.

ShoreTel, Inc. (NASDAQ: SHOR) is a leading provider of brilliantly simple IP phone systems and unified communications solutions powering today's always-on workforce. Its flexible communications solutions for on-premises, cloud and hybrid environments eliminate complexity, reduce costs and improve productivity.

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