

**UNIFY<sup>2</sup>****SOLUTIONS FOR:  
Consumer Packaged Goods Vertical****CASE STUDY**

## CPG Success Story: PowerSuite™ Transforms Conferencing Quality and User Satisfaction

As one of the world's largest packaged consumer goods (CPG) company, this UK-headquartered company sells products under more than 1,000 brand names worldwide. The company's IT department is tasked with supporting communications and phone conferencing for 112,000 licensed users across 4,000 total international sites, 800 of which are large sites supporting at least 1,000 users.

Recognizing the importance of modernizing its communications systems to contain costs and ensure reliable business use, the company decided to implement a conferencing solution based on Skype for Business (SfB), to replace its existing legacy conferencing platform. Having worked previously with Unify Square to build a Skype for Business IM solution, the company's IT team was confident that Unify Square's **PowerSuite™** offering could help to optimize and streamline Microsoft's conferencing solution to meet its budget and goals for improving conferencing quality and user satisfaction.

### Barriers to Achieving Consistent Quality

Call quality is an ongoing challenge notorious for keeping telephony, collaboration and communications service owners up at night. They are motivated to avoid receiving complaints from peers or reports from C-level executives that they are unhappy with their phone call and conferencing experiences. With a high volume of complaints about the existing conferencing system coming in, the customer IT team began to evaluate ways to improve service.

In addition to reports of poor voice quality, employees were flagging a variety of other issues with their legacy UC system including call failures and delays, difficulty joining calls and problems merging calls into conferences. At the outset of the project, 7.56 percent of conference calls were given a poor rating, meaning that at least one person per conference was reporting an unsatisfactory experience. A handful of operational challenges, including budget constraints, a heavy reliance on mobile phones, a large remote workforce and inherent user behaviors, made the prospect of reducing the conferencing call quality rating to the ideal one percent.

With these quality issues, and increasing costs associated with the existing system, the IT team decided in 2015 to tap **PowerSuite** and begin its transition to Skype for Business for conferencing, hosted on BT (British Telecom) datacenters.

"Our existing providers offer a stable service, but our IT department has felt a significant gap in the ability to deliver continuous improvement. Unify Square's SaaS offering and expertise is a driving force for these initiatives and provides the support we need to move key communications projects forward."

– Senior IT leader at CPG company"

## Remedial Action to Enhance User Experience

Given its familiarity with Unify Square's services, the IT team engaged **PowerSuite** along with the **PowerSuite White Glove Services**. This engagement allowed the customer to leverage the full scope of the **PowerSuite** solution and also benefit from the Unify Square expertise to analyze and interpret PowerSuite system and user reports. With guidance from the **PowerSuite** team, the IT department was able to address remedial actions, which improved the Skype for Business platform and user satisfaction.

Voice quality and other metrics were determined through analysis of a variety of data, providing the customer with guidance on where to focus resources. Measuring the clients' conferencing system and inbound user complaints against three key performance indicators – user satisfaction, end-to-end service availability and voice quality – **PowerSuite** identified voice quality as the top priority for service improvement. During the first year of the project, the **PowerSuite** team evaluated a significant influx of data to determine the causes of poor conferencing experiences for the customers' users. They identified and recommended 141 unique actions to address key issues, with a focus on reducing the poor call rating significantly over the project's initial 12 months. Remedial recommendations ranged from increasing bandwidth on some connections to the datacenter and overhauling specific network sites, to launching user adoption and training programs.

## The Impact of Continuous Improvement

Since transitioning to Skype for Business for conferencing, the customer has made significant strides in improving voice quality and user satisfaction for its employees around the world.

With **PowerSuite White Glove Services**, the IT department has seen the following results:

- Reduced the number of poor calls by more than half, meeting the goals established at the outset of the project.
- Increased usage of Skype for Business conferencing, with the number of minutes per month increasing from 21 million to 30 million in just the last 14 months.
- Significantly decreased overall conferencing costs, by moving off of the legacy PSTN conferencing services. Skype for Business minutes per month are billed at a much lower rate than the legacy conferencing solution.
- Ongoing improvements, allowing the IT team to continue meeting user expectations for call quality and ease of use.

"PowerSuite has become the cockpit for all our communications systems, providing us with a dashboard that offers a breadth of insight and guidance. This allows us to deliver ongoing enhancement for our users' conferencing experiences. With every service improvement, our company becomes more efficient, and our users are able to do their jobs without disruption." – Senior IT leader at CPG company

## About Unify Square

Unify Square's software and cloud managed services power the world's largest Microsoft Skype for Business and Teams deployments. Built on innovative technology, our solutions create actionable insights and help enterprises transform their UC&C infrastructure, delivering enterprise-grade service availability, data-driven end-user satisfaction, and double-digit ROI increases. Founded by SfB product visionaries, Unify Square is one of Microsoft's global elite partners and a founding Cloud Voice and UC IT Pro Tools partner. Unify Square solutions have delivered value to more than 5 million Skype for Business seats, in over 275 enterprises across more than 50 countries, and in most major industry verticals.

Headquartered in Bellevue, Washington, Unify Square also has offices in the United Kingdom, Germany, Switzerland, India, Australia and Lithuania. We invite you to learn more.

Contact [sales@unifysquare.com](mailto:sales@unifysquare.com) or visit [unifysquare.com](http://unifysquare.com).

