AREG
OPTIMIZING RECYCLING WITH ALCATEL-LUCENT OMNIPCX OFFICE SOLUTION

CASE STUDY   MARKET: **UTILITIES**   REGION: **EUROPE**

The waste-disposal company AREG in Neuburg am Inn, Germany uses modern communications technology to overcome hurdles in communication, which not only speeds up order and delivery processes but also means that they don't miss any prospective orders thanks to an easy-to-use call management system.

With approximately 100 employees, AREG recycling and waste disposal is one of the largest providers of waste-processing and rubbish-collection services in the area surrounding Passau in south-east Germany. It offers end-to-end services for thorough waste disposal. This includes delivering suitable containers, if necessary arranging the closure and reopening of a road with the relevant local authority, sorting the waste collection and disposing of it properly – including liquids and hazardous waste. Word quickly spread about the high quality of the service offered by this medium-sized company, and they were soon inundated with orders.

The firm's great success was nevertheless accompanied by challenges which typically accompany rapid growth. The effects of this were felt by the communications infrastructure, at the very heart of customer relations. The 30 or so employees in the administration department found it increasingly difficult to cope with the growing number of orders, appointments and deliveries using a simple telephone system and separate fax machines. The management saw the smooth coordination of all operations increasingly called into question. The company could not contemplate the idea of an obstacle at a time when its business potential was developing so rapidly.

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THE PROBLEM AND THE SOLUTION

The company needed an integrated communications solution which would link faxes, telephone and emails in one neat system – including central electronic address books and record systems for daily incomings and outgoings. When Max Deiner from the sales department at Call-Data-Systems GmbH rang AREG as part of a scheme for medium-sized businesses, the waste-disposal company had already been contacted by two other organizations competing to provide a solution to the company's problems. A few consultation appointments later, Call-Data-Systems GmbH, Alcatel-Lucent's Expert Business Partner of many years, set to work at AREG, who had been convinced not only by the fact that they were dealing with a local provider with a proven track-record but were also completely convinced by the solution itself – particularly of the seamless integration of all the features they needed and a very good price/performance ratio.

The installation of an Alcatel-Lucent OmniPCX Office telephone system combined with the 'Extended Communication Server' (ECS) unified communications solution was problem free. Since then, communication at the waste-disposal company has also been running smoothly and, above all, efficiently. Orders and delivery confirmations are still sent and received by fax as requested, but instead of printing out the document on paper, the ECS presents the data in digitized form on the computer of the relevant member of staff. The staff member adds additional information, notes and comments during the processing stage and then forwards it on as an email. Voice recordings from the integrated digital telephone answering system can even be attached.

"The issue of determining staff locations was very important for AREG," explains Max Deiner. "Employees needed to be able to see the status of their colleagues at a glance: Is the person I need to contact at his workstation? Is he free or busy? How can he be reached? Can he receive and listen to voice messages right now?" Call-Data-Systems has implemented this requested feature with the "PIMphony Team" module – an extension of the ECS system. Besides the staff-location features, it also provides call management and statistics. So call diversions can also be viewed, set up and changed. The statistics feature provides information about the number of calls within a specific time period, the length of time callers have to wait before their call is answered, and more. These tools ultimately enabled AREG to increase customer satisfaction.

Call-Data-Systems was able to win its client over with a highly integrated, complete solution which was also flexible – in this case in the form of a hybrid system with traditional TDM telephony, opened up to include IP telephony and integration of all the requested services. "A simple Voice-over-IP (VoIP) solution would not work because the internal network infrastructure was not designed for that, and the client

CUSTOMER SUMMARY

Customer Name: AREG
URL: www.areg-mbh.de
Industry: Utilities
Number of Employees: 100

did not want the work which would be needed – at least for the time being. Another shortcoming of a 100% VoIP option was the lack of a broadband internet connection. Neuburg is one of the well-known 'white spots' on the broadband map," says Deiner. Finally, there was also a third issue which went against VoIP: these systems do not provide a connection for fire alarm systems, and that was something on which AREG did not want to compromise under any circumstances. The installed OmniPCX Office system sets up this fire alarm connection too, and sends out alarms on all communication channels when a fire starts out somewhere. The bottom line is that, thanks to modern communications technology, AREG is now able to cope with an extremely high level of documents – and with a cushion to allow for future growth too.

THE RESULT

"The solution from Alcatel-Lucent immediately allowed us to eliminate all the bottlenecks which had developed and to make our operations run smoothly again," explains an AREG representative. "Positive side-effects include the fact that our staff have become more motivated because the annoying intermediate steps are no longer necessary – and our customers are delighted."

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