

# UNIFIED COMMUNICATIONS HELP GRUP SISQUELLA TO IMPROVE CUSTOMER SERVICE AND SATISFACTION



CASE STUDY

MARKET: **FINANCE AND INSURANCE**

REGION: **EMEA**

Since they were founded in 1939, Grup Sisquella has given priority to detail and quality, good customer relations and personalized service. During the 75 years in existence, the 60+ employees of Grup Sisquella, spread over four different centers, offer a personalized, comprehensive service to their 1,000 professional and business customers and their 4,000 individual customers. This has led to them becoming a leader in economic, fiscal, legal, industrial, property management and agency advisory services, not just in the city of Cerdanyola del Vallés and its region, but throughout all of Catalonia.

This close customer relationship requires personal contact, both face-to-face and by telephone. It is no surprise that the group has a telecommunications infrastructure which is solid, reliable, flexible, easy to use and also economical, all essential requirements to be able to offer a high quality service, as that offered by Grup Sisquella.

“In today’s highly competitive world, small and medium enterprises don’t have it easy. We have to maintain a high level of satisfaction amongst our customers, improve the productivity of our employees, and keep costs under control”, says Jesús Calderón, Head of IT for Grup Sisquella.



**“ALCATEL-LUCENT ARE LEADERS IN IP TELEPHONY. THEIR EXCELLENT REPUTATION ON THE MARKET AND THE STRENGTH OF THEIR PRODUCTS WERE FUNDAMENTAL FACTORS WHICH WE TOOK INTO ACCOUNT FROM THE OUTSET.”**

Jesús Calderón, Head of IT for Grup Sisquella

## **GRUP SISQUELLA HAS SEEN SIGNIFICANT SAVINGS. THE ALCATEL-LUCENT SOLUTION RUNS AT 60 PERCENT OF THE PREVIOUS SOLUTION'S COST**

Grup Sisquella's communications infrastructure had become obsolete and very limited in terms of functionalities, which has forced them to take necessary steps. "It was clear to us that we had to move towards unified communications (UC), but not just anyhow. We had to have totally reliable providers. We knew that in any decision we would make concerning communications, we could rely on Alcatel-Lucent", declares Calderón. "Alcatel-Lucent's solutions are leaders in IP telephony. Their excellent reputation on the market and the strength of their products were fundamental factors which we took into account from the outset."

With the advice and collaboration of Telcon, an Alcatel-Lucent partner which specializes in small and medium enterprises, Grup Sisquella began a process of moving its communications towards a new environment of collaboration, which would offer them the technological advantages required to compete in a dynamic and competitive market.

The old solution based on TDM, with separate voice and data infrastructures and a very limited functionality, is history. Grup Sisquella now has a modern voice and data IP infrastructure (VoIP), connected to the network by fiber optics, which serves all of the company's centers, based on Alcatel-Lucent's OmniPCX Office Rich Communication Edition (RCE) platform.

### **CUSTOMER SUMMARY**

**Customer Name:** Grup Sisquella

**Industry:** Finance and Insurance

**Number of users:** 60+

**URL:** [www.grupsisquella.com](http://www.grupsisquella.com)



Telcon S.A. is a company with more than 25 years' experience in the telecommunications sector, which offers SMEs comprehensive voice, data, and internet turnkey solutions, by means of IT leasing which enables companies to always have the latest technology.

The OmniPCX Office RCE communications platform has replaced the different individual and isolated telephone switchboards (PBX) which were to be found in every one of the company's centers. Grup Sisquella now has all of the advantages of unified communications, which has enabled them to break down the silos, which each of the sites had become, at the same time integrating and providing services to all of the employees who work in them. Now, those employees who have to connect remotely or whilst on the move, also benefit from the advantages of standardized communications, something which was previously impossible.

Alcatel-Lucent's OmniPCX Office RCE solution incorporates a whole variety of communications services and facilities which until now had not been within reach of Grup Sisquella. The different sites now have Alcatel-Lucent's 8 Series IP Touch and 9 Series Digital phones, which make it possible to have access to all of the corporate communications services, starting with having a multiple automatic operator, pre-recorded announcements, both individual and departmental voice messaging, automatic call distribution (ACD), cordless telephony Call Centre Office, Wi-Fi access and call routing. Equally, the remote workers, both commercial and consultants, who travel to their customers' offices, can have access to the corporate server and have the benefit of a total convergence of voice and data directly from their PCs, using the Alcatel-Lucent PIMphony Softphone.

The solution's SIP compatibility has made it possible, using the My IC Mobile for iPhone and Android application, for the employees' smartphone devices (iPhone and Android operating system) to be extensions of the company's system as well.

The savings have been very significant for Grup Sisquella, with the new solution running at just 60% of the previous solution's cost. This is taking into account all of the different elements which have been affected, such as communications between buildings, better management of the necessary bandwidth capacity, lower costs in mobile communications, savings in wiring, hardware reduction, improvements in communications security, lower maintenance requirements, and a much simpler centralized administration.

“But it isn't only the saving that is the most important thing we have been able to perceive. From the first moment we also noticed an improvement in the communications operation, which in turn has resulted in an improvement in our customer service. In addition, we now have new applications which are enabling us to improve our employees' productivity,” comments Jesús Calderón. “The implementation of the whole of the system has been a success. The challenge now is knowing how to make the most of all of the possibilities the Alcatel-Lucent solution offers us, and we have only just begun.”

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