

# Mitel Reno Contact Center

## Highlights

### Industry

- Communications

### Solution

- Liberation® platform

### Results

- Increased lead generation productivity by 21%
- Decreased the number of unqualified leads by 10%

## COMPANY

Mitel, a leading provider of communications solutions for a range of organizations—from the very small to multi-site, large enterprises, offers customers a broad choice of solutions from basic business communications to sophisticated unified communications. Currently, Mitel operates from over 100 locations in over 90 countries. They service their customers through a network of over 1,500 value-added resellers and partners.

Mitel has invested in a contact center in Reno, Nevada to provide lead management for its channel. Mitel wanted to enhance the efficiency of this operation and needed a solution that would improve business processes while developing its workforce.

## CHALLENGE

The challenge facing Mitel Reno’s contact center was that it needed to consolidate its current lead generation processes while increasing lead productivity. Some of Mitel Reno’s representatives used an automated dialer but had no database or business intelligence while other representatives had a desktop and database but were dialing manually. Operating on two separate systems resulted in several inefficiencies, including difficulties collecting and updating customer data, enforcing business rules, and setting up targeted campaigns. In order to increase lead productivity and centralize business processes, a new solution was needed.

## SOLUTION

After searching for a flexible application that would be successful in a business-to-business (B2B) environment, Mitel Reno selected TDI’s Liberation platform. With Liberation Mitel Reno can streamline and automate its dialing process, build a customer database, and manage agent and campaign activity.

“We chose Liberation because of its ability to monitor our campaign activities and identify the areas we can improve upon. With Liberation we have the opportunity to run a much more efficient operation,” said Tom Cherry, Mitel Reno’s Vice President of Business Development.

In May of 2006 Liberation was implemented at the Mitel Reno contact center.

## RESULTS

Since implementation Mitel Reno's representatives have experienced a significant decrease in the number of inaccurate and/or duplicate contacts they need to call. This has resulted in a higher contact rate and has provided representatives with more opportunities to collect and update customer information and deliver a consistent message.

In addition, Liberation increased lead generation productivity by 21% and decreased the number of unqualified leads by 10%. As a result, representatives are able to provide their field offices with better leads. Management also benefits by having one platform to measure results.

"Before Liberation we did not effectively collect customer information. Since implementation we have built an extensive customer database, which has resulted in better leads and more effective campaigns. We are very satisfied with the results we have experienced with Liberation," said Cherry.



"With Liberation we have the opportunity to run a much more efficient operation."

**Tom Cherry**

*Vice President of Business Development  
Mitel Reno*

### About TDI

TDI is a leading provider of revenue accelerating solutions for the contact center industry. For 25 years organizations have relied on TDI's proven technology, innovative solutions, and quality services to develop their workforce, optimize the customer experience, and improve sales and service revenues.

#### Corporate Headquarters

TDI Inc.  
17255 N. 82nd St.  
Scottsdale, AZ 85255  
United States

**Toll Free**  
**Telephone**  
**Fax**  
**Email**  
**Web**

800-531-6440  
480-585-6464  
480-585-3373  
sales@TDIinc.com  
www.TDIinc.com

