

Unified Communications Helps Mortgage Broker Connect with Customers

MonsterMortgage.ca improves call handling and collaboration around offices

EXECUTIVE SUMMARY
<p>MONSTER MORTGAGE</p> <ul style="list-style-type: none"> • Industry: Mortgage broker, lender, real estate, banking • Headquartered in Toronto, Ontario, with an additional office in Vaughan, Ontario • Approximately 30 employees and mortgage agents <p>BUSINESS CHALLENGE</p> <ul style="list-style-type: none"> • Help ensure incoming calls are routed seamlessly and transparently across all company sites and employees • Integrate existing Customer Relationship Management (CRM) system and processes • Implement an IT architecture that will leverage existing and future technology to drive customer satisfaction and company growth <p>BUSINESS SOLUTION</p> <ul style="list-style-type: none"> • Unified Communications system to support reliable voice and data network, including call centre architecture <p>BUSINESS RESULTS</p> <ul style="list-style-type: none"> • Call flow and reliability improved significantly, resulting in no dropped calls • CRM successfully integrated, improving efficiency of brokers and receptionists • Simplified calling process for customers, improving customer communications/relations • Incoming calls automatically distributed to representatives, helping prevent lost revenue

Challenge

Since 1998, MonsterMortgage.ca has been negotiating on behalf of clients to find the best mortgage solution, terms, and conditions to meet their requirements. With access to rates and products from over 20 banks, MonsterMortgage.ca agents work to find the best possible solution for clients' needs.

Dedicated to providing clients with superior service, MonsterMortgage.ca offers the unique proposition of providing customers with access to a live agent, 10 hours a day. With locations in Toronto and Vaughan, Ontario, the company had a telephony solution in place for several years designed to manage calls between both locations. However, over time, it was obvious the technology was outdated and was potentially costing the firm business.

"If a customer called the Toronto location and wanted to speak with someone in the Vaughan office, the receptionist in Toronto could put the call on hold and transfer the call to the receptionist at the other location," says Nick Ametrano, vice president, MonsterMortgage.ca. "However, if one or both receptionists happened to be on lunch, the call might never make it through. The caller would dial the desired extension, and they'd simply get a busy signal."

This meant that a certain, unknown percentage of calls were being missed completely, and there was no

way to know how many. Furthermore, if the person never called back, it meant the company was losing potential business. As well, with multiple brokers working in the office on any given day, there needed to be a system to distribute calls from new customers in a fair and even manner.

The company had existing applications such as Customer Relationship Management (CRM) software that it wanted to be able to leverage, and integrate with the new phone system. The new technology also needed to be scalable and flexible to meet future requirements.

With no IT staff, MonsterMortgage.ca knew it did not have the experience to take on this project internally.

Solution

After reaching out to industry experts and peers for advice and reviewing several request for proposal (RFP) submissions, Ametrano says the choice was very clear. MonsterMortgage.ca wanted to choose an experienced partner that, above all else, it could trust. The partner was End to End Networks Inc.

Based in Markham, Ontario, End to End Networks has been helping customers every step of the way since 1993. As a fully integrated Managed Service Provider and Cisco® Premier Certified Partner, the company designs, builds, and manages converged networks from end to end. With a strong focus on technology leadership and service excellence, End to End's IT Specialists help ensure that they understand their customers' businesses, providing consulting, implementation, and installation services as well as ongoing remedial support through their 24-hour National Support Centre.

“Since the launch of the Cisco Unified Communications system, we have seen immediate results and changes that have drastically improved how we do business. A customer is now able to call in and have direct access to the person they want to speak with immediately without having to go through a series of prompt options. We no longer have to worry about a call getting dropped, and our two offices can talk to each other internally, allowing for improved communication flow.”

– Nick Ametrano, vice president, MonsterMortgage.ca

“Integrity is key to our success. It's our goal to earn the trust and confidence of our clients by clearly understanding their business objectives, responding with technology solutions and services that meet those objectives, and finally doing what we promise, when we promise it,” says Cathy Vankesteren, vice president, End to End Networks. “Since MonsterMortgage.ca has no IT staff and limited technical experience, we're pleased to be able to provide them with the technical advice, support, and solutions they require to make sure their business runs smoothly.”

End to End Networks did a complete audit of MonsterMortgage.ca's technology infrastructure and came back with the recommendation to implement Cisco Unified Communications technology.

“MonsterMortgage.ca's environment needed to be updated to accommodate not only current needs such as CRM, but future requirements as well,” says Vankesteren. “Unified Communications would provide a remedy to existing issues while offering mortgage agents state-of-the-art features and collaboration tools.”

Cisco Unified Communication solutions combine all business communications into a single, unified solution for powerful new ways to collaborate across offices and work spaces. Unified Communications improve productivity by helping to connect mortgage agents and customers with the information and expertise they need in real time, as well as integrate with other applications and software.

End to End Networks created a scalable voice and data network to support the new technology and existing applications such as CRM, Email, Web as well as allow for future growth. Unified communications was implemented to stabilize the connections between the two offices and facilitate enhanced application features, not only enriching the customer experience but also significantly improving business workflows. End to End Networks was responsible for the entire planning and implementation process, and trained the mortgage agents once the installation was complete.

Results

“Since the launch of the Cisco Unified Communications system, we have seen immediate results and changes that have drastically improved how we do business,” says Ametrano. “A customer is now able to call in and have direct access to the person they want to speak with immediately without having to go through a series of prompt options. We no longer have to worry about a call getting dropped, and our two offices can talk to each other internally, allowing for improved communication flow.”

Incoming calls now completely bypass the receptionists, so their time on the phone has decreased enormously, enabling them take on new and additional tasks. “In the past, 50 per cent of the receptionists’ jobs revolved around the phones,” says Ametrano. “With the new technology in place, the phones comprise approximately five per cent of their time, so they are free to focus on other responsibilities and projects.”

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Another immediate benefit of the Unified Communications system was the set-up of a call centre with advanced call queuing and roaming profiles, improving customer response times and distributing new business leads fairly to all the agents.

With the integration of the company’s core applications, client data is automatically displayed to brokers so that they are prepared and ready to assist clients more efficiently.

“In the past, we knew calls were being dropped, and some were potentially unanswered, but that will not happen now. It’s impossible,” says Ametrano. “All our mortgage agents now respond to calls in a timely manner. That’s a huge business advantage.”

PRODUCT LIST

Cisco Unified Communications

- Cisco IP Phones 7961
- Cisco 2851 Integrated Services Router
- Cisco 2801 Integrated Services Router – Security Bundle
- Cisco Unified IP Conference Station 7936
- Cisco Catalyst 2960 Switch
- Cisco Unified Communications Manager Express
- Cisco Unity® Express

Next Steps

With the new technology in place, MonsterMortgage.ca is looking ahead to even more capabilities to improve business processes. For example, if the company launches a new marketing campaign, it will be able to track and capture results through the combination of its CRM and Unified Communications technology.

“We’ll eventually be able to determine how much time and money we’re saving, which is usually hard to gauge because process and flow are difficult to measure. With the information that we are now able to capture, we will be able to examine results more closely. This is a huge

improvement from the previous system, enabling us to be more proactive and strategic.”

FOR MORE INFORMATION

To find out more about Cisco Unified Communications solutions, please visit:

http://www.cisco.com/en/US/netsol/ns151/networking_solutions_unified_communications_home.html

To find out more about End to End Networks, please visit:

www.endtoend.com



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