



THE ROLE OF TECHNOLOGY IN ENHANCING CUSTOMER EXPERIENCE

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Unified Communications
Allstream



Agenda



- 1. WHO WE ARE**
- 2. FINANCIAL SERVICES INDUSTRY CHALLENGES**
- 3. THE ROLE OF TECHNOLOGY**
- 4. BUSINESS BENEFITS**
- 5. GLOBAL UC IMPLEMENTATIONS**

WHO WE ARE

Allstream: Who we are



The enterprise solutions division of Manitoba Telecom Services Inc. is one of Canada's leading national communication solutions providers with a revenue of \$2B

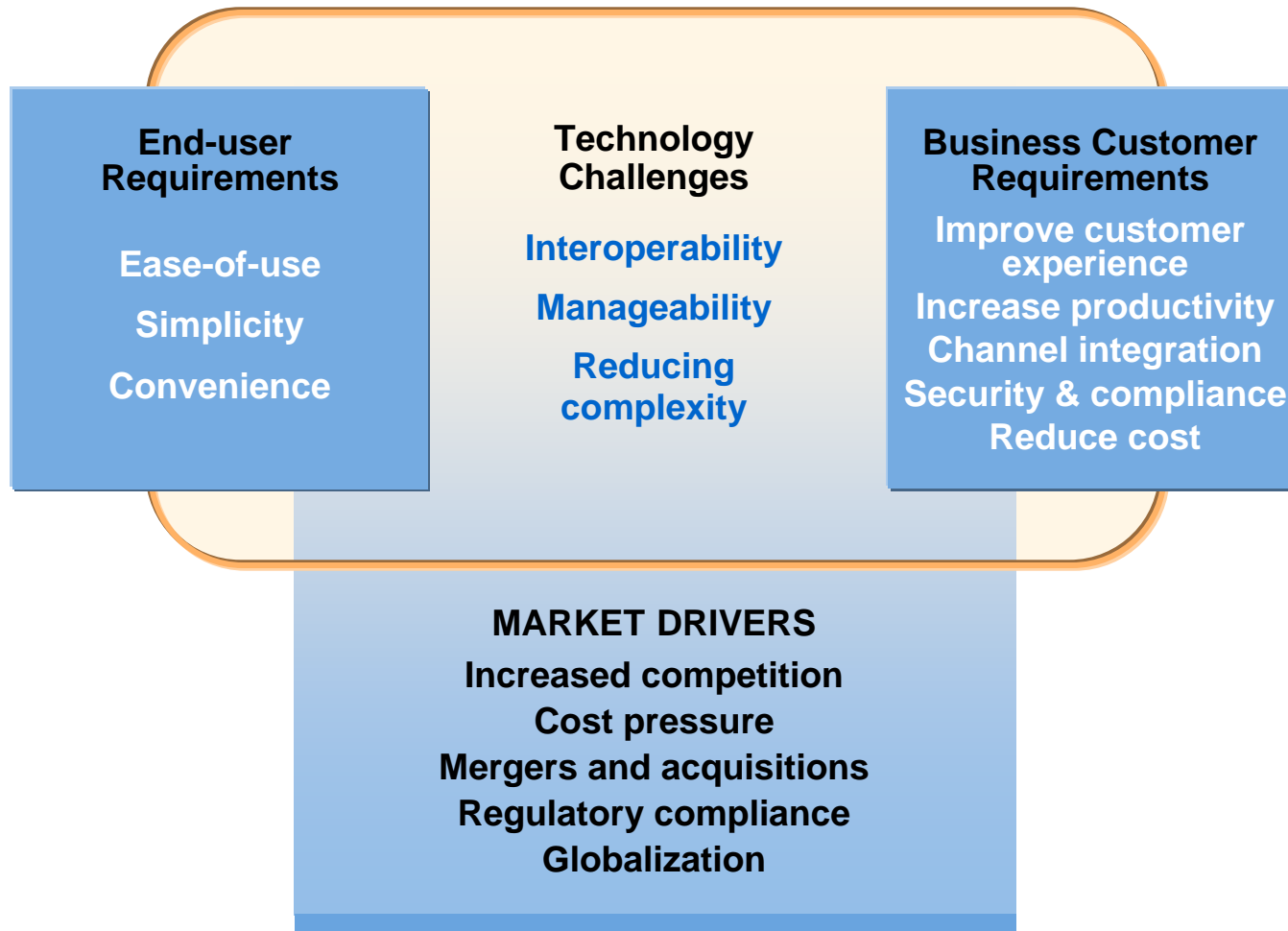
World-class portfolio:

- IP Connectivity
- Unified Communications
- IT Consulting Services
- Security

With a coast-to-coast network and delivery expertise

FINANCIAL SERVICES INDUSTRY CHALLENGES

Listening to our Customers



Customer Challenges



Financial Firms Focus on Customers



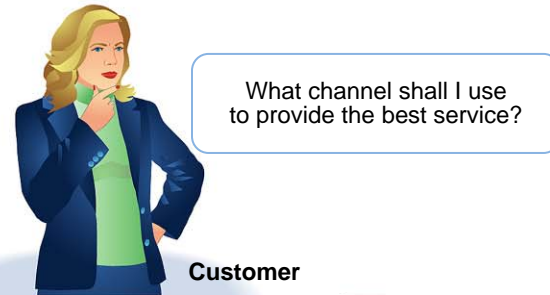
Financial Firms expect change to come from



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Customer-driven enterprises face many communication challenges

Before Allstream Solution



Customer



Legacy systems and network management is a challenge
Need flexible, secure and seamless access to corporate network to increase branch office productivity

IT Manager

Inconsistent customer experience across our channels
Long hold times at our Call Centre

Customer Service Staff

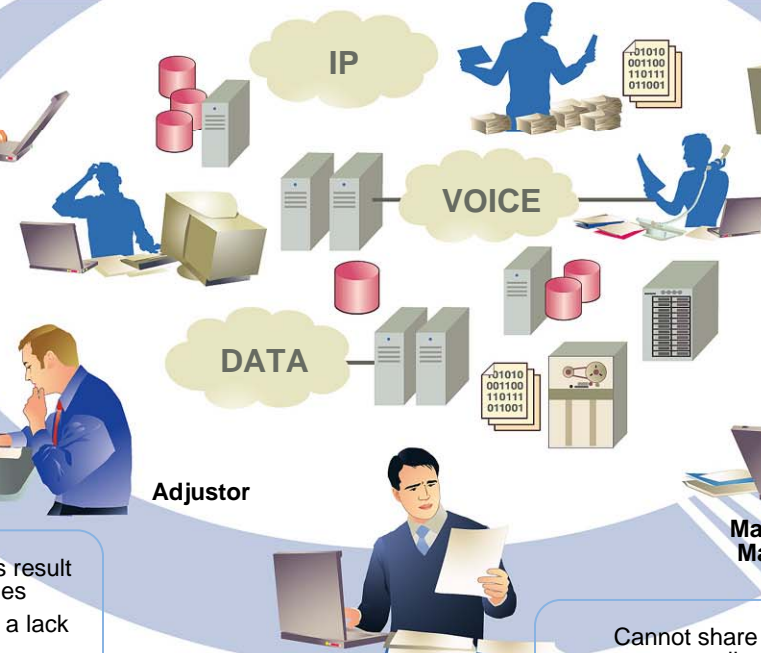
Lack focused information for marketing campaigns
No total view of our customers' holdings with us

Marketing Manager

Inefficient manual processes result in longer turnaround times
Missed opportunities due to a lack of timely information

Broker/Agent

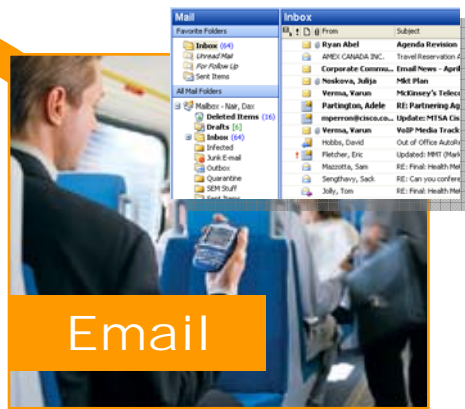
Cannot share data across applications
No total view of customer lead to inconsistent pricing across offices



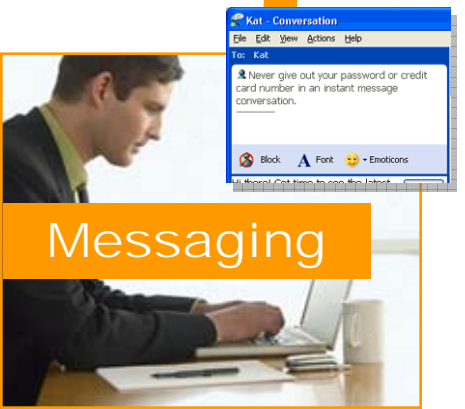
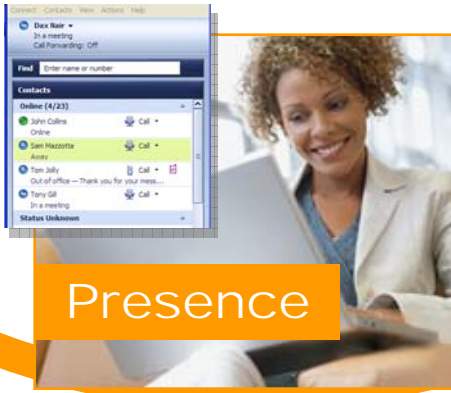
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THE ROLE OF TECHNOLOGY

Unified Communications: What is it?



UNIFIED COMMUNICATIONS



Unified Communications Allows You to...



Simplify the ways people communicate



Enable teams to work together more effectively



People-centric, integrated, secure communications anytime, anywhere, that change the way business is done

Help people find information & experts when needed



Allow people to work productively anywhere they are



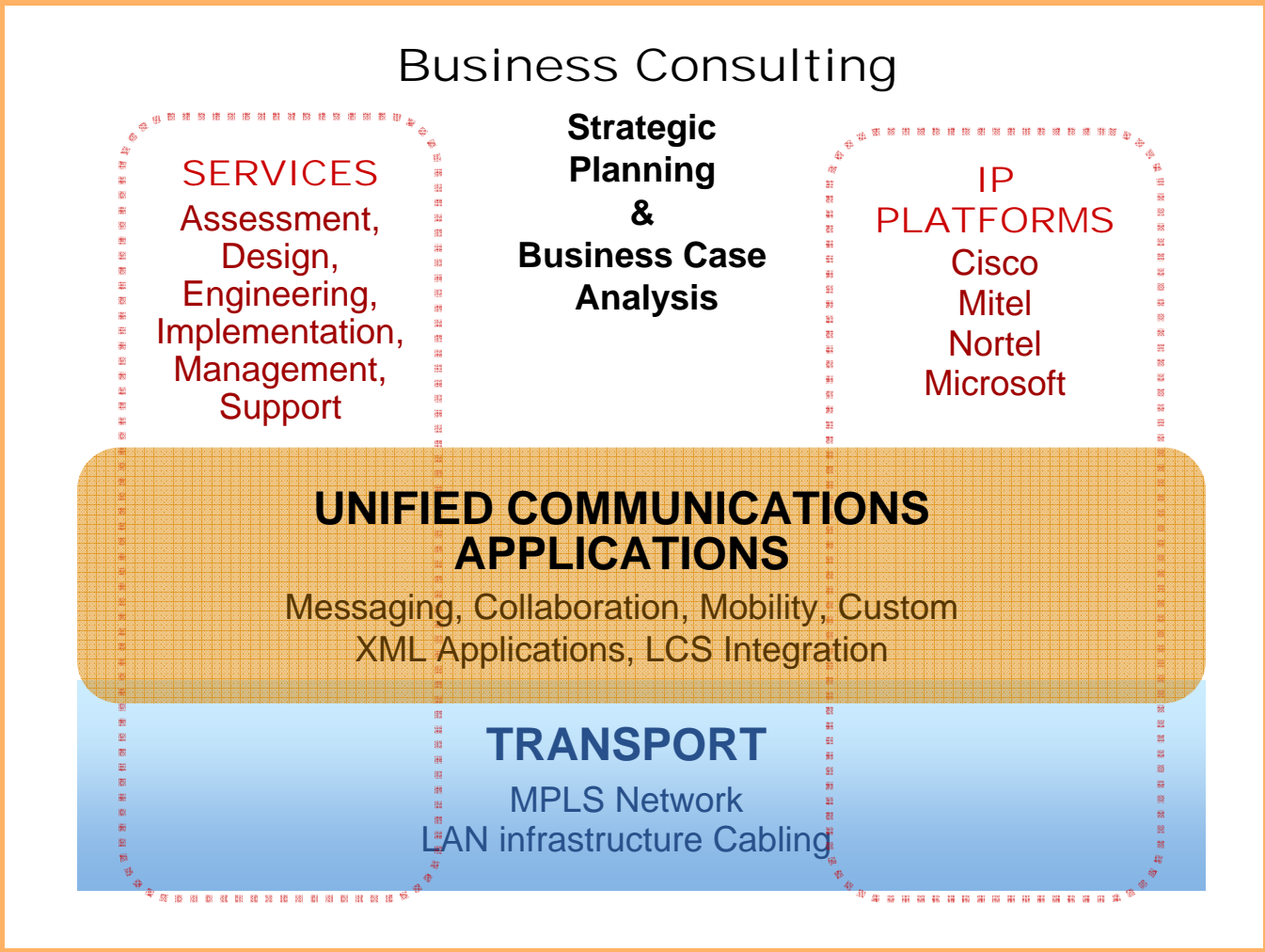
Allstream Unified Communications Solutions



People-centric, integrated, secure communications anytime, anywhere, that change the way business is done



Allstream's Unified Communications Model



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BUSINESS BENEFITS

Lack of Collaboration Impacts Customers and Business



Example: LOAN PROCESSING

■ PROBLEMS

- Branch and call centre staff can't immediately reach loans experts
- Incomplete record of customer discussions when handing off to others
- Staff do not have visibility to key customer information
- Applications contain different, unlinked information

■ CUSTOMER IMPACT

- Provide the same information multiple times
- Takes too long

■ BUSINESS IMPACT

- Delay in processing loans
- Duplicated efforts increase costs
- Potential loss of customer business
- Missed cross-selling opportunities

Collaboration Benefits Both Customers and Business



Example: LOAN PROCESSING

■ SOLUTIONS

- Real-time collaboration tools with presence
 - Multiple channels to communicate internally
 - Staff sees which expert is available and how to reach them
 - Engage decision makers right away and replace lengthy email/voicemail exchanges with quick interactions
- Real-time alerting
 - Experts and resources notified of relevant requests and activities
- Systems Alignment
 - Information shared between applications and business groups

■ CUSTOMER BENEFITS

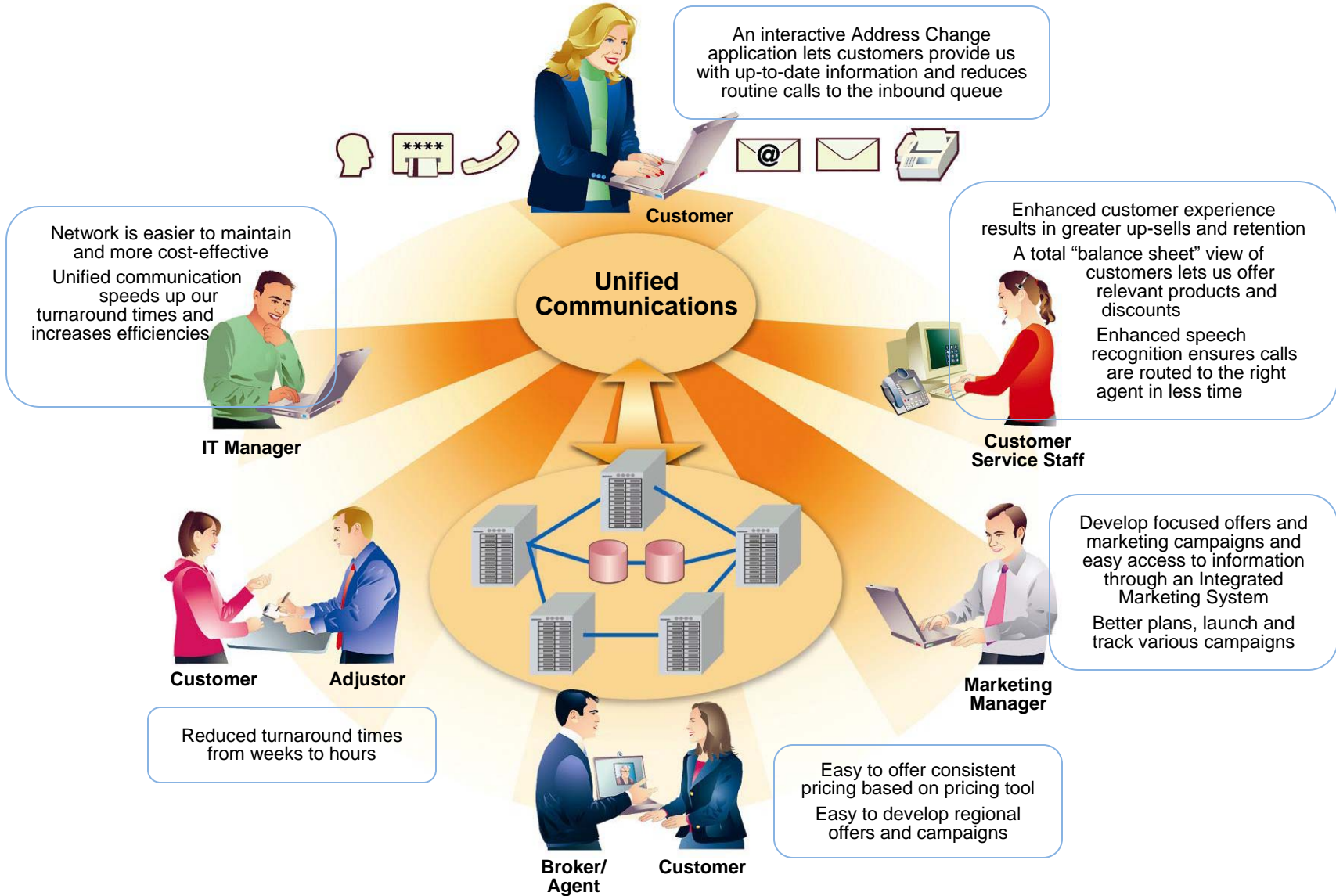
- Provide information once
- Quicker completion

■ BUSINESS BENEFITS

- Process loans faster
- Reduce costs
- Increased customer satisfaction, retention
- Increased cross-selling opportunities

Allstream Enables Customer-Driven Enterprise

After Allstream Solution



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GLOBAL UC IMPLEMENTATIONS

WESBANCO REDUCES OPERATIONAL COSTS BY US\$5 MILLION OVER FIVE YEARS USING UNIFIED COMMUNICATIONS



“We are seeing dramatic savings and productivity enhancements today with the new converged network. Once we enable video across the network, we anticipate being able to offer a new level of service to customers.”

—Mark D. Krupinski, VP of Technology, WesBanco Bank

Challenges	Solution	Results
<ul style="list-style-type: none"> • Reduce telecom charges of separate voice and data circuits • Improve resiliency of aging, disparate voice and data branch networks • Reduce high branch management costs caused by diverse and unmanageable data and voice systems • Increase employee collaboration 	<ul style="list-style-type: none"> • Replace disparate PBXs with Cisco UC system • Deploy Cisco UC Manager and Cisco Unity® at headquarters • Install integrated services routers with Cisco Unified Survivable Remote Site Telephony (SRST) in branches • Deploy 1,500 Cisco Unified IP phones in 85 sites 	<ul style="list-style-type: none"> • Reduced long-distance costs by 30% • Increased network resiliency and application availability to branches • Lowered management costs by managing branches centrally, maintain one set of spare parts, and utilize IT staff to manage telephony systems • Improved employee collaboration with four digit dialing, in-house audio conferencing, and group distribution of voicemails

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FORTIS GUERNSEY INVESTS IN MITEL IP



“We were presented with a fantastic opportunity to analyze exactly what we needed from our telecommunications infrastructure. We had specific objectives we needed to achieve and high expectations so the pressure was on to identify the best possible solution.”

– Richard McDermott head of ITC at Fortis Guernsey, UK

Challenges	Solution	Results
<ul style="list-style-type: none"> • To re-locate to a greenfield site and install an IP communications system • Facilitate business continuity plan • Hot desking and home working to increase flexibility • Ongoing support for telecom solutions • Centralized IT maintenance 	<ul style="list-style-type: none"> • In line with the requirement for resilient telecoms, they selected a Mitel® 3300 IP Communications Platform (ICP) with redundant components • The redundant component on the platform functions as a back up so that if an element fails, the system will switch over to the redundant component, avoiding an outage 	<ul style="list-style-type: none"> • Resilient converged network • Separate business continuity site with hot desking facility • Centralized IT management • Mobile working enabled

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CANADIAN TITLE INSURANCE CO. STAKES ITS GROUND WITH UC



“We now have a consolidated view of all incoming customer calls and the ability to reduce calls between offices and between employees with the necessary skill set needed to manage the calls. This enables us to provide even better customer service, which is what we are all about.”

—David Kereliuk, Senior manager, First Canadian Title

Challenges	Solution	Results
<ul style="list-style-type: none"> • Maintain internal and external communications in a remote office while company expansion took place at home office • Introduce new voice services uniformly to all offices across the country • Continue to introduce innovative ways to increase customer service, in order to stay competitive in the market 	<ul style="list-style-type: none"> • Added voice capabilities to the existing LAN/WAN network infrastructure 	<ul style="list-style-type: none"> • Prompt return on investment in terms of cost avoidance, reduced toll charges, ease of maintenance and increased productivity • Improved customer service by providing more flexible solutions in the call center • Improved internal customer service

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