



## HALLIDAY FINANCIAL MAKES A SOUND INVESTMENT IN SHORETEL

Firm Deploys IP Telephony for Centralized Communications, Savings, and Enhanced Productivity and Customer Service

**Industry:** Financial

**Installation:** 4 locations, 6 ShoreGear voice switches, 50 ShorePhone IP Telephones

**Date of Install:** September 2006

### TIME FOR CHANGE

Halliday Financial Group is an independent financial planning firm dedicated to serving the needs of individuals, families, businesses and not-for-profit organizations. With four offices in New York and 50 employees, the company utilizes a full spectrum of financial alternatives to assist its clients in all areas of financial planning. Its clients look to Halliday Financial to preserve their capital and provide real growth in their portfolios after taxes and inflation.

In early 2006, after experiencing significant corporate growth, Andrew Halliday, the President and CEO of Halliday Financial, noticed that a central responsibility—answering the telephone—was taking time away from those professionals who provided services for the company's clients. Every employee had a secondary responsibility of answering the phone, so whoever was available at the time the phone rang was expected to answer it. There were two problems with this policy: First, it meant that throughout the day, employees were interrupted randomly, taking away from precious revenue-generating tasks; and secondly, each phone call was answered differently, depending on the person who picked up.

“Our service teams provide service to clients and advisors and each team had a primary and a secondary responsibility—secondary responsibility being to answer the telephones,” said Halliday. “We didn't have a central receptionist function. I decided it was time to look into a more efficient way of handling the phones, one that enabled customers to call a central receptionist and quickly be able to reach anyone at any of our locations.”

Halliday described to a colleague what he wanted his telephone system to do and the colleague recommended a ShoreTel® IP telephony system. After seeing a product demonstration, reading various case studies, and talking to a particular customer reference with a very similar requirement to his company's, Halliday chose ShoreTel as the company's new telephone system provider.

### MAKING THE SWITCH

Halliday Financial had a full network assessment conducted and determined that some upgrades needed to be made, so the company took care of those changes first. Next, to replace Halliday Financial's existing Avaya PBX-based system, ShoreTel provided the financial organization with four ShoreGear® 60 and one ShoreGear 40 voice switches. A ShoreGear T1 also connects the Glen Head and Albany office, which provides the



### Challenge:

Halliday Financial wanted a solution that would streamline communications into one number for all four of its offices. The organization also wanted to capitalize on the cost savings and customer service and productivity enhancing benefits of IP telephony. Halliday Financial heard great things about ShoreTel and turned to the IP telephony vendor.

### Solution:

ShoreTel provided the financial planning firm with a comprehensive solution, including ShoreGear voice switches, ShorePhone IP telephones, and system management software.

### Benefits:

- Halliday Financial has seen significant toll charge savings since implementing the ShoreTel IP telephony system.
- Halliday Financial has saved the cost of at least one receptionist's salary due to the ShoreTel system capabilities.
- ShoreTel is easy to administer so management has been brought in house, saving time, money and resources.
- Customer service and productivity are enhanced with ShoreWare Personal Call Manager and ShoreWare Operator Call Manager.



company with least-cost routing capabilities because the most calls are made between those two offices. In addition, ShoreTel provided Halliday Financial with more than 50 ShorePhone™ IP telephones.

## **ONE COMPANY, ONE NUMBER, BIG SAVINGS**

With the ShoreTel system, Halliday Financial has hired one receptionist and all calls go into one number. This receptionist is able to direct all calls from the one location to any employee anywhere within the organization. Only when this receptionist is busy does the next call go to another extension.

“Our service professionals are no longer interrupted and are much more productive now that they no longer need to answer the telephone,” said Halliday. “The ShoreTel IP telephony system also allows us to set up communications so that we are able to have a much more direct impact on the quality of the initial phone interaction with clients. We’re delivering a consistent message and consistent quality care.”

In addition to upping the quality of customer care at the first point of entry—the main telephone number—Halliday Financial has also saved between \$35,000 and \$40,000, Halliday estimates, that it would have had to spend on a second receptionist. Because the ShoreTel system allows calls to all go into one number and because it will send calls to another extension if the receptionist is too busy, there is no need for another receptionist.

Finally, in terms of savings, ShoreTel’s least-cost routing capabilities allow Halliday Financial to minimize costs by avoiding toll charges. For instance, if an employee at the Glen Head office calls a customer in Albany (usually a toll call), the call is routed through the company’s data lines, through the Albany branch, and out to the customer, bypassing toll charges.

## **ENHANCED PRODUCTIVITY = IMPROVED BOTTOM LINE**

ShoreTel IP telephony systems are easy to use, simple to manage, flexible, and reliable. With the ShoreTel system in place and ShoreWare® Personal Call Manager integrated with Outlook, all Halliday Financial employees, who are now on the same phone and voicemail system, use 4-digit dialing to reach co-workers and even dial them by name. The ShoreTel system provides employees with integrated messaging, such as directory dialing, contact screen pop, and calendar integration. This means that in addition to ShoreTel’s highly functional telephones, Halliday Financial employees get unified messaging so voicemail shows up in their e-mail inbox, desktop call control allows them to control the way their phones work, and features like Find Me allow them to have calls track them down wherever they are—at their desk, on their cell phone, or at home if they choose. With Personal Call Manager, employees can quickly browse contacts, make calls from local directories, and see who is calling them and where they are calling from.

“It is such a time-saver that employees can see if the person they’re calling is available or not,” said Halliday. “The integration of Outlook with voice mail and e-mail is terrific, not to mention 4-digit dialing. Find Me helps enhance customer service because a caller can locate the person they need

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if that person isn't at their desk at that moment. That's very important to customers who need to get in touch with their financial advisor quickly. The system has improved both productivity and customer service."

## **SUPERIOR CUSTOMER SERVICE = HAPPY CLIENTS**

In addition to Personal Call Manager, Halliday Financial is using ShoreWare Operator Call Manager for its receptionists. This application provides receptionists with critical information necessary for exceptional customer service. For example, when the phone rings, a call-routing log displays the caller's experience within the system to the Halliday Financial operator. Before transferring callers, the call-transfer screen displays information about who is available and who is already on the phone. With this unprecedented level of information, receptionists not only connect callers faster than ever, but also give them the highest level of professional service. Also, dynamic, online directories eliminate paper directories – which are usually out of date anyway and not usually available online. With the complete company at their fingertips, along with knowledge about who is available and where a caller has already been sent, the receptionist can transfer using a simple drag-and-drop tool to the most appropriate person.

"I like the integration with Outlook and being able to manage any voicemail message along with my e-mail," said Halliday. "I can forward it to all of the individuals who need to know about the issue to ensure things get resolved fully. I also like that I can organize my voicemail in the same way I organize my e-mail. It improves efficiency—I know it's done the same for other users as well."

Halliday Financial also uses ShoreTel's conference call capabilities and Halliday appreciates the convenience and savings. "We don't have to set things up ahead of time—we can just decide to start a conference call and it's happening within minutes," he said. "We're also saving money from having to use a third-party conference vendor and it's more efficient."

Finally, voicemail messages are stored in the industry-standard WAV Audio for Windows format, allowing users to play them on multimedia PCs, attach them to e-mail messages or embed them in other documents. The ability of the ShoreTel IP telephony system to track customer phone calls, export and distribute voicemail files, and keep a running history of calls into each number is helpful in continually monitoring and improving customer service. It is also especially useful for training and coaching financial advisors in order to comply with regulations.

Halliday Financial uses ShoreWare Director for end-to-end management of the ShoreTel IP telephony system. ShoreWare Director is a browser-based management interface that provides easy access to the system from anywhere on the network, enabling easy management of everything, including voicemail, automated attendant and desktop applications. It takes seconds to add a new user and the system

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automatically updates the centralized database and every voice switch. At the time the new user is added, a mailbox is automatically created, the automated attendant dial-by-name and number feature is updated, and online directories are revised. Changes are made just as quickly.

## **BETTER BOTTOM LINE**

Halliday appreciates that the ShoreTel IP telephony system does what ShoreTel said it could do. “ShoreTel has come through on its promises,” said Halliday. “We accomplished our first goal with the ShoreTel IP telephony system, which was to centralize the answering of our phones and offload those duties from our service professionals. What we didn’t realize was that we’d be getting all these other features that would improve our bottom line by increasing productivity and enhancing customer service.”

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