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- Denise Brunner
Director, Telecommunications
BakerCorp



CHALLENGES

Callers had issues reaching employees or departments using the key pad to route their calls.

SOLUTION

SpeechBridge and its integrated speech-enabled auto-attendant allow callers to simply say the name of the person or department they wish to reach.

BENEFITS

- *Speed up call routing...just say the name or department.*
- *Comply with hands-free cell phone legislation for employees and customers.*
- *With centralized operations, callers simply speak a menu option and are routed to the correct team member to service their needs.*
- *Go green and no longer print phone lists and corporate directories.*

When your callers are out at jobsites 24/7/365, you need solutions that make it safe and easy to communicate. Better serve your callers with safe, hands-free communications automation.

Company Profile

BakerCorp is a market leader in providing integrated custom-designed liquid management systems backed by industry knowledge, application expertise and a commitment to customer service since the 1940's. Whether time savings, cost efficiencies, sustainability or just the peace of mind that you have one less thing to worry about on your next jobsite, Baker is there 24/7/365.

Business Situation

BakerCorp found that many callers had difficulties using their mobile phones to dial employee or department extensions to reach their desired party. Mobile phones are known to have issues with properly passing DTMF tones to corporate phone systems. In addition, many callers were either in the field or driving a vehicle throughout their work day. Both scenarios presented a challenge to route callers in a safe hands-free and eyes-free manner.

How did BakerCorp determine they needed speech-enabled call routing?

“Our executive team was frustrated with not being able to reach the desired team member using the keypad on their cell phones. A speech recognition-based solution became a requirement when researching a new phone system.”- Denise Brunner

The Solution

SpeechBridge was implemented as a seamless enhancement to front end BakerCorp's ShoreTel phone system to support spoken menu options and speak-the-name for individual employees. If callers desire to use the keypad to route calls they are able to do so with simultaneous support for the keypad as well as speech.

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- Denise Brunner
Director, Telecommunications
BakerCorp



“SpeechBridge paid for itself in less than six months. Our future plans will allow us to reduce operating costs even further as we have just begun implementing communications automation into our daily operations.”

-Denise Brunner
Director, Telecommunications
BakerCorp

How has SpeechBridge helped BakerCorp improve call routing?

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- Denise Brunner, Director Telecommunications, BakerCorp

With an emphasis on ease of installation, SpeechBridge was integrated and deployed in under an hour. Daily reports, the ability to easily complete adds, drops and changes, and fine tune entries with aliases and alternate pronunciations are all handled by the SpeechBridge administrator. Callers simply say the name of the person or department they wish to reach and are routed in a safe, 100% percent hands-free and eyes-free manner.

How has SpeechBridge performed and what are your future plans?

“Personally, I wasn’t sure speech recognition was the way to go, but I have to admit SpeechBridge has exceeded my expectations. We tested different accents and various names we thought the system might struggle with prior to purchase. Now we are looking to enhance employee collaboration and increasing productivity with hands-free access to other enterprise applications.”

- Denise Brunner, Director Telecommunications, BakerCorp

The Benefits

BakerCorp speeds up employee collaboration, complies with hands-free laws, improves customer service, and reduces operating costs.

- **Speed Up Employee Collaboration:** Speeds up employee collaboration and eliminates keypad frustration...just say the name.
- **Regulatory Compliance:** Complies with hands-free cell phone usage legislation for employees and customers with 100% hands-free and eyes-free speech driven applications.
- **Improved Response Time:** Calls are routed efficiently and callers quickly reach a team member that can help.
- **Reduce Costs and Go Green:** Save money and reduce paper and printing costs. No need to print phone lists and corporate directories.

Summary

SpeechBridge’s straightforward SIP integration with ShoreTel greatly simplified adding communications automation into BakerCorp’s operations. This turn-key solution allowed BakerCorp to automate call routing rather than force callers to use a keypad driven solution. SpeechBridge can easily expand as BakerCorp implements other employee mobility solutions. Now callers simply say the name of the person or department they wish to reach and have their calls routed in a safe 100% hands-free and eyes-free manner.

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