

CASE STUDY : PACIFIC NATIONAL

Industry: Transportation

Objective: Eliminate manual chargebacks; achieve accountability for conferencing

ACT solution: QuickReach and eMeet (ACT's ReadyConnect® Audio and ReadyConnect web)

Top benefits:

- > Integrated billing saves time and the equivalent of 2.5 people
- > Reduction in travel time and cost with web-based training
- > Selective feature activation and user limits

"It's not always easy to think outside the traditional one-carrier model, but we've seen big benefits from conferencing services provided by the Gen-i-ACT partnership. Integrated billing, for example, saves us the equivalent of 2.5 staff."

Steve Carpenter
Voice Manager
Pacific National Pty, Ltd.

Australian rail freight business is 'on track' with conferencing benefits

Gen-i, a trusted provider of ICT solutions and channel partner of ACT Conferencing, recommended conferencing to Pacific National in 2003. "Gen-i was proactive and explained the benefits of the conferencing service," said Steve Carpenter, Voice Manager at Pacific National. "It's not easy to think outside of the traditional one-carrier model but we've seen big benefits. The solution is cost effective and offers controls that we did not have with our long-distance provider."

Integrated billing simplifies accounting

"When the bills arrived from the long-distance provider, the equivalent of 2.5 people chased down the cost centers," commented Carpenter. "With conferencing, we reduced staff and helped the business because we can look at who needs to have certain features and apply those limits." The conferencing solution includes integrated fixed line billing, which simplifies accounting. Charges are linked to an account number that is assigned to a host. Pacific National has 60-70 QuickReach accounts. On most days, 30 concurrent QuickReach calls support day-to-day business conversations. For strategy calls, up to 100 lines may be in use.

Less 'down and dusted,' more family time

"We used to ship trainers to sites, which meant two days of travel to four or five sites for a one- or two-hour session," commented Carpenter. "Now, we train remote users on modules of our corporate systems using eMeet. With less travel, we have more family time." In addition to training, Pacific National uses conferencing for a variety of purposes, including a daily hook-up for sales across the nation, weekly senior executive conferences and Board meetings.

Anywhere, anytime, anyhow

Pacific National users are able to use different conferencing features to suit their business purposes. "Our media manager is the public face of the company to

the business world," said Carpenter. "PR type meetings are recorded for replay, and they are also held by our corporate area so we can say 'here is what we said' – particularly useful for financial regulators." Training sessions are also recorded for replay, and calls can be initiated through the PBX or from a mobile phone, giving users 'anywhere, anytime, anyhow' flexibility. Carpenter summarized, "We can change host codes on the fly to protect passwords, and we especially like the feature that links call initiation and termination to the host. With our previous provider, people could stay on the line and continue to talk."

Pacific National Pty, Ltd. is Australia's largest private rail freight business. Operating in all states and the Northern Territory, Pacific National is a transport leader, delivering investment, innovation and growth in rail to provide the competitive answer for transport customers. www.pacificnational.com.au

Gen-i, an ACT partner, is at the forefront of helping customers take advantage of the convergence of technology and telecommunications, and the new opportunities this makes possible. Gen-i works alongside its 3,000 corporate, government and business customers to deliver seamless and integrated ICT solutions. A member of the Telecom New Zealand Group, Gen-i achieves this with the support of 3,300 highly skilled people in 17 locations across New Zealand and Australia. www.gen-i.com.au