

*Avaya*



## About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, data solutions and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

## The Avaya Socialcast Employee Community

Avaya, an enterprise global communications company with a distributed workforce of between 13,000 and 15,000 employees worldwide was looking to get their employees to communicate outside their groups, wanted to increase mobility of their sales associates and felt it was important for their employees to be comfortable and knowledgeable of new communication methods that their customers might be using, says Kay Beavers, a member of the worldwide sales technical operations group.

“We’re moving away from long-winded e-mails that take hours to compile and where the conversation drags along for days,” she says. “We wanted our associates to be quicker, more nimble and more efficient in how they communicate, and micro-blogging seemed to suit that well.”

Gaining buy-in: Beavers says that finding a solution that their IT security team and legal team were comfortable with was challenging. “Legal wanted to make sure we didn’t say anything that shouldn’t be said and security wanted to make sure it was safe,” she says. “It was really important for us to establish best practices at the start of the project.” The team initiated conversations with top execs and technical experts, then moved forward to educate employees.

Making sure that there was enough self-training available to employees was important so they could learn at their own pace, Beavers says. The rollout team posted videos demonstrating how to use certain features like tagging, personal replies and customizing their streams. Managers also sought to recognize employees who shared valuable content and comments by re-posting their comments and observations. This has encouraged more employees to join, Beavers says.

How they’re using it: Because Socialcast’s tools can be accessed via a mobile phone,

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Avaya sales associates are now more reachable, which has helped to improve the time it took to respond to customers, Beavers says. Additionally, the tool has been useful for on-boarding new associates, helping them make contacts more quickly and catch up on company news by searching through past conversations, Beaver says.

“[Micro-blogging] is really much more of a Generation Y communication tool. We wanted to use that to attract and retain those kinds of workers and let them use the tools they’ve become used to in real life, and not just limit them to the tools their parents use,” she says. Using the micro-blogging tools has also helped Avaya reduce e-mail and attachment overload; Beaver says employees are no longer afraid to delete e-mails since they can search for conversations and announcements within the micro-blogging sites.

Source: "Twitter Alternatives that are All Business ", By Kristin Burnham, [http://www.cio.com/article/509425/Twitter\\_Alternatives\\_That\\_Are\\_All\\_Business?taxonomyId=3000&page=1](http://www.cio.com/article/509425/Twitter_Alternatives_That_Are_All_Business?taxonomyId=3000&page=1)

