

Case Study: Goodyear Tire and Rubber Company

How AMS' New PromptEZ Service Helped Goodyear Achieve Controlled, Micro-Targeted Delivery of Its Greetings and On Hold Messaging



The Background

Since 1996, the Goodyear Tire & Rubber Company has relied on **Audio Messaging Solutions, LLC (AMS)** to provide branded, professional on hold messaging for their 700+ stores throughout the United States. For each location, custom on hold messaging is delivered over analog telephone lines to an external music on hold device that's connected to a typical telephone key system, providing a hands-free solution. As part of Goodyear's marketing and advertising plan, professionally produced message on hold recordings are delivered on a monthly basis.

The Challenge

In 2008, Goodyear approached AMS with a challenge that the audio messaging provider would turn into an exciting opportunity. As part of a plan to upgrade their telephone systems to the Cisco Unified Communications 500 Series for Small Business (UC500) VoIP system, Goodyear was looking for a way to utilize the UC500 system's built-in message on hold audio feature, as well as built-in auto attendant and voicemail functions. At the same time, Goodyear's marketing staff wanted to continue using AMS message on hold services and deploy the auto attendant greetings throughout the company to improve call processing efficiency, while reinforcing the brand and providing a consistent customer experience.

To efficiently accomplish this objective, Goodyear desired customized, automated delivery of the recordings throughout the enterprise. This meant specific on hold messages and auto attendant content would need to be configured on a per store/system level – an extremely time consuming, labor intensive task that's usually placed in the hands of Goodyear's IT staff.

At that time, there was no existing technical solution to efficiently schedule and automatically deliver the messaging content to the UC500 at each store from AMS. So, the question was asked: "How can AMS help Goodyear efficiently schedule and automatically deliver customized messaging content to the UC500 at multiple locations?" The answer would come in the form of new, revolutionary software aptly named PromptEZ.

At A Glance

Problem:

The process of organizing and distributing branded audio messages among multiple Goodyear sites proved to be time consuming and cumbersome; however, there was no existing technical solution that could efficiently schedule and automatically deliver messaging content to each store.

Solution:

AMS co-developed PromptEZ, a new system that enables automated delivery of customized messages compatible with UC500 using ArcanaNetworks' ManageExpress® iManage.

PromptEZ Advantages:

- Enables automated "bulk" delivery of customized messages
- Manages custom on hold and auto attendant content across multiple locations
- Allows for micro-targeting and geo-targeting for complete messaging control
- Reduces labor for IT and implementation time
- Reinforces marketing and branding objectives directly at the point of contact

For more information on PromptEZ or AMS services, please contact Mitch Keller at AMS:

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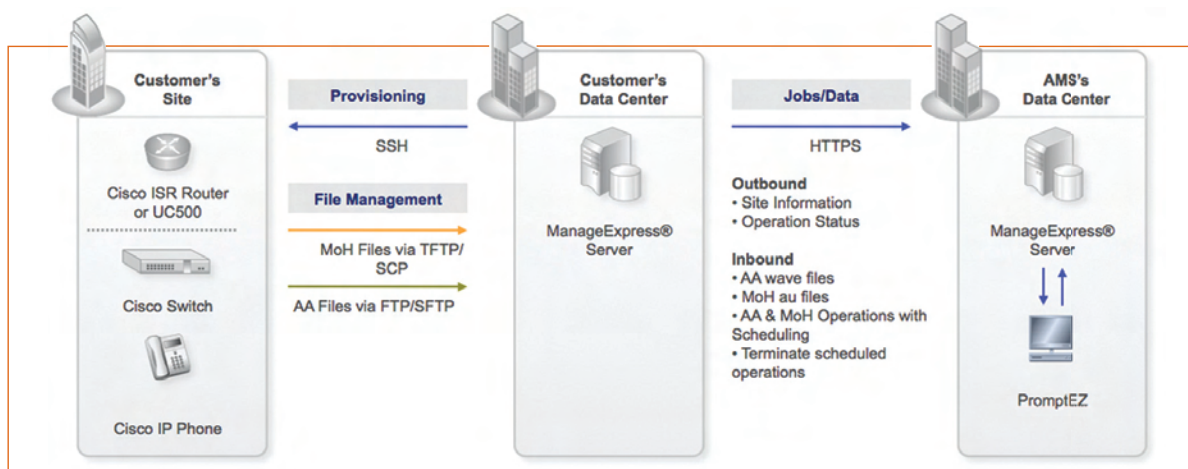
The Technical Solution: PromptEZ

To develop the program, AMS partnered with California-based ArcanaNetworks, Inc. – a leading Cisco technology development partner that provides secure, web-based, centralized provisioning and management solutions for Cisco's Unified Communication products. Goodyear uses ArcanaNetworks' ManageExpress® iManage to oversee its UC500 systems. The two teams needed to build an innovative application that would be compatible with Goodyear's existing UC500 VoIP system – and work within ArcanaNetworks' ManageExpress® iManage platform – to maximize flexibility and dramatically redefine message control.

The application communicates securely with Goodyear's network using ArcanaNetworks' ManageExpress® iManage platform allowing for efficient programming, scheduling, and automatic

deployment of on hold messages and auto attendant to the Goodyear stores over a private IP network. Not only can PromptEZ receive site information from ManageExpress® iManage system deployed in the Goodyear data center, but it can also remove the challenges normally associated with providing a third party access. Information security is maintained within the ManageExpress® iManage platform, while providing key operational details for AMS to remotely execute tasks.

As an added security feature, PromptEZ has permissions to set up message on hold and auto attendant scheduling and distribution – all without affecting telephony configurations, comprising security, or any other device level design reserved for Goodyear's IT staff.



The Success

Thanks to **PromptEZ**, Goodyear is enjoying a new level of efficiency and productivity. Before PromptEZ, the process of configuring and loading custom audio prompts throughout the Cisco UC500 VoIP system wasted valuable time and energy. Since launching PromptEZ operations in November 2008, **Goodyear has saved, on average, more than a 110 man hours of labor every month.**

Additionally, the software's flexibility and quick delivery supports Goodyear's marketing objectives, creating a vital customer resource at enterprise, regional, and store levels.

AMS can quickly and efficiently establish micro-targeting, scheduling, and automatic message delivery, making it possible for AMS to manage time sensitive communications such as emergency store closings during bad weather, last minute offers, and customized messages specific to any or all locations. As a result, AMS and PromptEZ helped Goodyear reach its customers with timely and relevant content as needed, when needed – generating more revenue opportunities to enhance their bottom line. Now that's something the global tire manufacturer is understandably pumped up about.