Going Mobile First

CASE STUDY

Leading food manufacturer transforms operations and boosts employee productivity with Mobile First corporate communications
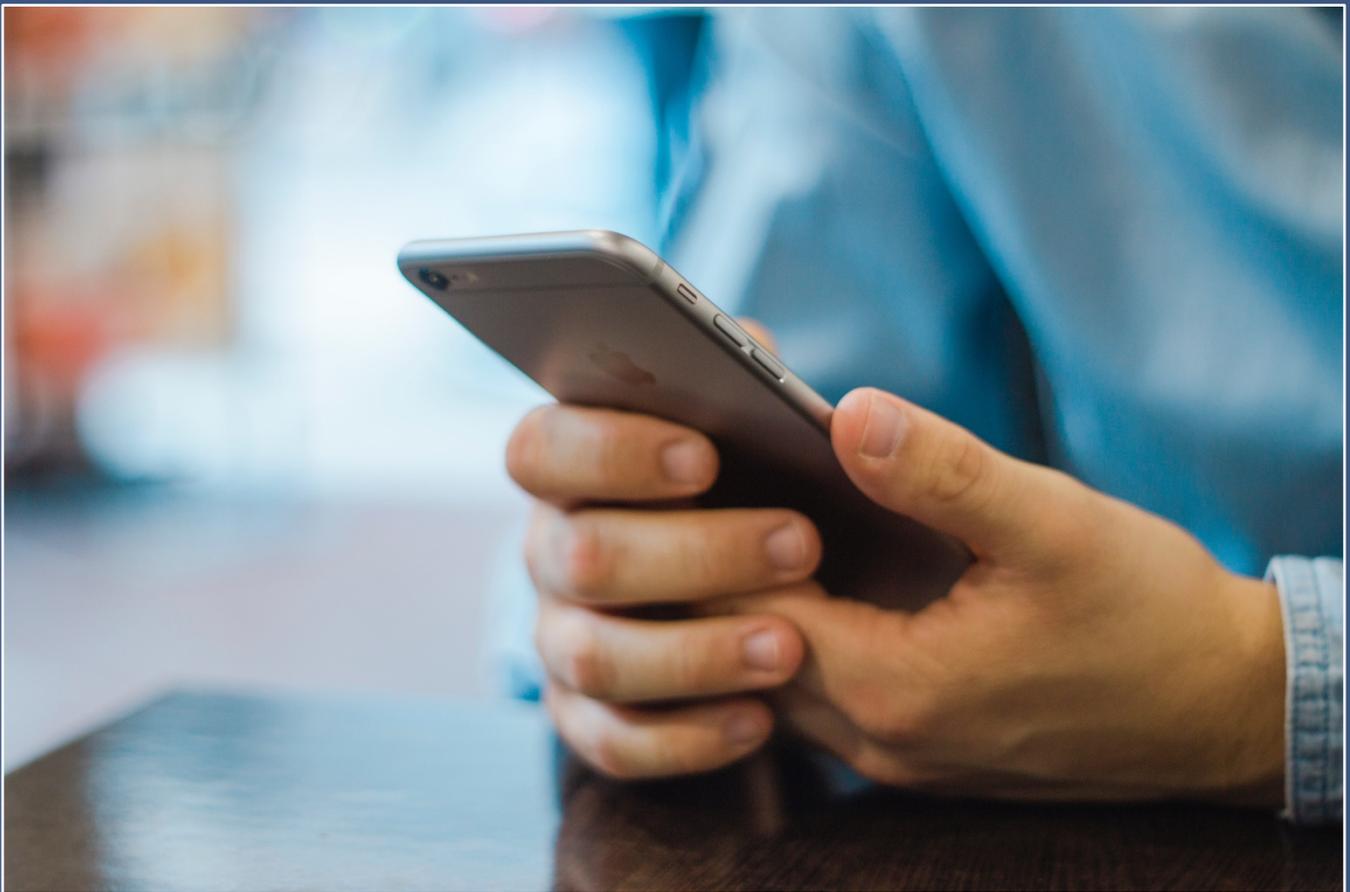
The Information Technology staff at one of the United States' top food production companies faced a dilemma.

Employees at the three main locations in this rapidly growing company have become increasingly mobile. They are spending more time away from their desks and frequently working at home, even after traditional business hours.

In addition, there are many deskless employees, including workers on the food processing operations floor and those involved in logistics, shipping, warehousing and inventory. These employees were not tied into the corporate communications system at all.

The company recognized the value of enabling employees to communicate using mobile phones, to promote easier reachability and higher responsiveness and boost communications efficiency and productivity.

This meant shifting away from the landlines that had been central to the company's communications previously. In fact, the company was ready to go "Mobile First" and make mobile phones the first and primary tool for employee communications.

The strategy would also enable the company to expand the footprint of its communications base to include deskless employees who previously did not have access to the corporate communications platform.

But IT management faced a challenge as it began implementing the strategy.

Handing out mobile phones to the employees, or letting them use their personal phones, resulted in a messy combination of inconsistent numbers, identities, and calling plans. This led to widely varying communications quality and a less than ideal experience for customers and partners communicating with the company.

On top of this, going mobile could get really expensive really quickly. Top-end phones, high-priced service plans, and roaming costs would rapidly drive communications costs significantly higher. Between premium devices and services and the additional IT tasks to manage the varied devices and plans, the total cost of ownership for going mobile could make the move hard to justify.

How could the company keep costs from going out of control while giving employees the communication tools they needed?

Could the company cut back on the unneeded landlines? If so, how could IT provide mobile communications with the features needed for a consistent business-quality communications experience?

And how could the company deploy mobile communications to the broader staff without a premium and creating inconsistent plans and identities?

How could the IT team exercise fine-grained control over communications to enforce policies and ensure security of communications? As a leading food producer, the company needed to maintain strong security over all communications to help ensure the integrity of the country's food supply chain.

As they worked to answer these questions, the IT team learned about the benefits of going Mobile First with Tango Networks' Mobile-X communications service.

The Mobile First Strategy

Workplace statistics show that rising numbers of workers are now "deskless" or spend significant periods of the workday away from a traditional office desk. With the onset of the global COVID19 pandemic, many companies have rapidly adopted work-from-home and teleworker programs to ensure business continuity. Mobile phones became the communications backbone of many of these remote working arrangements.

In response to these workplace shifts, the strategy of going Mobile First has become increasingly attractive in almost all industries. Mobile First makes mobile phones the first and primary tools used for business communications, including voice, text and data. This is in contrast to traditional landlines which tether the workforce to the desk.

The food production company recognized that adopting Mobile First with Tango Networks' Mobile-X would solve many of these challenges. It would eliminate the costs of unused landlines while using native mobile communications to deliver a business-quality user experience for employees. Essentially, employees would have a fully mobile desk-phone extension in their pockets.

In addition, Mobile-X would put control over mobile communications directly in the hands of the IT team, providing the ability to enforce calling policies, call routing and roaming costs.

Mobile Unified Communications Empower Employees While Improving Control

The company deployed a mobile service based on Mobile-X that became the centerpiece of its new Mobile First strategy.
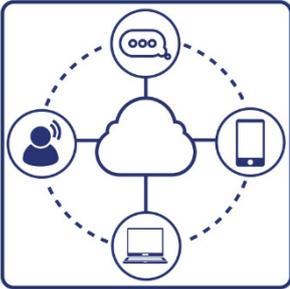
The mobile service integrated employees' mobile phones into a new cloud-based communications platform, creating true Mobile Unified Communications. The service turns an employee's mobile phone into a full-featured extension of the communications platform, like employees are carrying landline desk phones in their mobile phones.

Unlike traditional mobile phone services, Mobile-X puts control over mobile communications directly into the hands of the IT team.
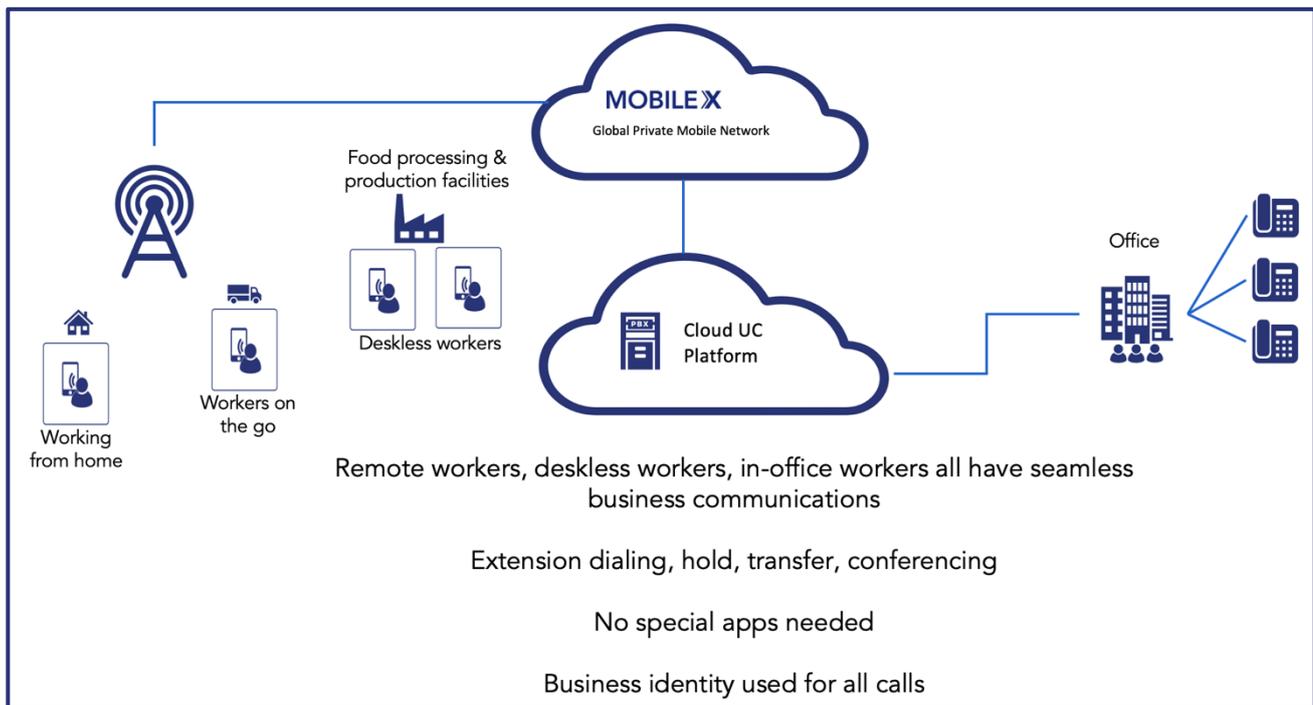
The immediate impact of the service includes:

- The expansion of mobile communications to a broader employee base, including many deskless workers who previously did not have access to the corporate communications system.
- The ability for employees to activate business calling features using their phones' native interfaces, including conferencing, forwarding, hold and others.
- Employees' calls made on mobile are identified with the company name, just as if they are calls placed on a traditional landline extension.
- The replacement of expensive premium phones with lower cost smartphones while still maintaining top quality communications performance and features.
- First-year cost savings of nearly $400,000 and recurring annual cost savings of $220,000 by cutting landlines and reducing expensive premium mobile phones and plans. The savings generated by the low total cost of ownership of the new mobile solution made it simple to justify the changes.
- Ability to integrate Office 365 communications into the native mobile calling experience.

- Fine-grained policy and security controls that enable the IT staff to enforce required policies around device usage while ensuring the security and integrity of communications.
- Call routing capabilities that enable IT staff to keep long-distance charges in check.
- The capability to route calls and texts to a recording platform if needed for customer service quality assurance.
- The ability for employees to roam seamlessly as they travel, keeping mobile communications roaming charges to a minimum.

Conclusion

In the end, the food manufacturer found that a Mobile First strategy using Mobile-X has unlocked major benefits that truly transform its operations. The strategy boosts employee reachability and responsiveness, bringing about major improvements in operating efficiency and productivity, while enabling the IT staff to keep communications costs low.

Learn more about Mobile-X and its unique capabilities to enable companies to go Mobile First. Visit www.tango-networks.com or send us an email at sales@tango-networks.com.