



Case Study: Sonnen



Company

- Located in North America
- Energy Storage Industry



AT A GLANCE:

SITUATION:

- Global company with 250 employees worldwide and 50 employees distributed across North America
- Streamline communications between sales, back-office support, manufacturing, service, field technicians and inbound call support
- No business communication system in place, desire for a mobile-first communications solution

SOLUTION:

- MiCloud Office

RESULTS:

- Increased communication among employee base to efficiently serve customers
- Click-to-dial capabilities and application integration will enable Sonnen to reach more customers efficiently
- Analytics reveal areas of improvement for training purposes and enable Sonnen to ensure all support and technicians receive proper training



Powering connections



For Sonnen, an international energy solutions provider, connection matters. The company's vision depicts a world in which "everyone can connect with each other to share energy where and when it's needed." With this philosophy in mind, Sonnen approached the task of selecting a seamless communications and barrier-breaking mobility solution to keep employees connected regardless of location for its North America offices.

Sonnen sought a plug-and-play communications solution to unite its 50 employees scattered throughout North America. With two office locations in Los Angeles and Atlanta up and running, and a remote sales force with bases including Toronto and Hawaii, seamless connection was key. With a geographically-dispersed workforce, mobility was a crucial feature to keep field agents, salespeople and back-end support on the same page to best connect and serve Sonnen's customers.

Sonnen's checklist of need-to-have features included click-to-dial capabilities, Salesforce.com integrations and a mobile-first design. These features narrowed its choice of cloud service providers. Sonnen evaluated Jive communications, Massergy, and Mitel, and ultimately chose Mitel's MiCloud Office for its full feature set and competitive value. "Mitel's price was competitive to the other companies we evaluated, but Mitel offered more features," explains Jessica Brawner, Internal Operations Manager for Sonnen.

Brawner was particularly impressed with Mitel's MiTeam collaboration solution, which enables employees to chat, share content and communicate via real-time

voice and video – directly from their mobile devices. Implementing MiCloud Office has helped Sonnen's field service technicians and remote sales force stay connected no matter where they are, empowering them to collaborate internally and better serve customers.

In order to monitor the efficiency of its service, Sonnen uses Mitel Business Analytics. Brawner and team have been able to reduce time on service calls by analyzing how field technicians are spending time with customers and identifying training opportunities. And, to further ensure Sonnen customers are getting the best service, MiCloud Office intelligently routes calls from Sonnen's service hotline to the employees best able to answer questions and resolve issues.

With a business communications solution connecting its geographically-dispersed workforce, complete with call routing, analytics and more, Sonnen is armed to carry out its mission of connecting its customers with a clean, decentralized energy solution.

"Mitel is an excellent phone solution. I found Mitel to be very responsive to questions, needs, and concerns which is helpful in the process."

Jessica Brawner, Internal Operations Manager
Sonnen



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