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SAMSUNG CASE STUDY

Samsung delivers IP communications to Vicfast couriers

Company Profile

Vicfast is a premier courier company that services businesses on the eastern seaboard of Australia. Vicfast has two sites in Melbourne including their head office and operations centre, a branch office in Sydney and smaller offices throughout regional Victoria. They have approximately 80 employees across these sites with some 70 owner drivers servicing their needs.

The Situation

Vicfast identified a major need to improve their customer service operation and reduce their communications costs between their offices. With separate telephone systems at each site their ability to communicate effectively between their offices was very limited. When customers rang into the head office but wanted a person in a different office they couldn't easily transfer the call, they had to ask the customer to hang up and dial a different number. This was a frustration for both Vicfast and the customer. Vicfast's internal communications between offices were continuing to increase with this expense alone being \$2000 per month. They needed a solution that firstly was going to improve their customers interaction with them and secondly reduce their internal communications cost and their own employee experience. This solution would require their communications to be transparent across their sites to achieve this desired outcome.

The solution

Samsung Communications Centre in Melbourne, Samsung Communications major partner identified Vicfast needs for transparent communications across all their sites and therefore proposed to network these sites with Samsung's Internet Protocol (IP) solution.

This involved the installation of Samsung's flagship communications system the OfficeServ500 at both Melbourne locations and an OfficeServ100 in their Sydney office. Each of the systems had the capability to be linked with each other via an IP network. VicFast setup a 512k symmetrical data link between each of their sites allowing enough bandwidth to sustain the amount of IP traffic generated across their network. Of the many benefits and opportunities this opened, it allowed Vicfast to transfer calls easily between sites and also view the availability of all extensions at each site.

A centralised voicemail was also installed at the main office that gave the same functionality to all users across the network as if they had a separate voicemail at each site. Vicfast had a total of 43 digital extensions across their branches and with the Samsung systems they have ability to expand quickly when the need arises.

The Success

Vicfast has experienced some huge benefits from the installation of the new Samsung system. Now that staff can make internal calls via their networked systems the normal flagfall and STD costs have been dramatically reduced to the point where the original \$2000 cost for these calls are almost negligible. This has enabled better handling of staff levels and has reduced costs through more efficient use of time and increased productivity. The benefits have been visible across the entire business.

The biggest improvement has been for the customer. With the transparency of Vicfast's communications system the customer can be transferred efficiently to the correct department or person without having to make a separate call as originally required. This can only benefit Vicfasts growth of the business. The centralised voicemail also reduced capital costs and improved their systems administration efficiency by not having to manage three separate voicemail systems at each site.

The Partnership between Vicfast and Samsung Communications Centre – Melbourne has seen a great improvement in Vicfasts communications across their business and with their customers.

VicFast Couriers Network Diagram

