



CUSTOMER BRIEF

RE/MAX Unlimited Northwest



With its network of more than 119,000 agents in more than 60 countries, RE/MAX International has grown every month for more than 30 years. The company has been the No. 1 residential real estate network in Canada since 1987 and is a leading industry force in the United States and many other regions. For more information, visit www.unlimitednorthwest.com.

Challenge

A franchise of RE/MAX International, RE/MAX Unlimited Northwest operates in one of the nation's most competitive industries. So customer service is a critical business imperative, explains Christine Zatz, operations manager. Getting a buyer or a seller to an agent as quickly as possible might make the difference in capturing a sale or a listing.

"We get hundreds of calls daily from clients who are selling or looking for real estate. We have about 150 agents covering a territory that consists of a 50 mile radius from Chicago, and every single client wants personalized service and to reach their agent immediately. If our customers don't get the kind of service they expect, they're likely to take their business to another agency. That clearly would affect our revenue," Zatz says.

So when three of RE/MAX Unlimited Northwest's newly acquired branch offices in Crystal Lake, Algonquin and Cary, Illinois, outgrew their legacy private branch exchanges (PBXs), RE/MAX Unlimited Northwest looked to communications technology to give these offices the competitive edge they needed. The company wanted a communications solution for these three offices that would enable it to control costs associated with ongoing system changes, better meet the needs of its highly mobile workforce and provide a smooth migration path in response to future business needs. Since each office operates independently, these sites did not necessarily need to be networked together. However, RE/MAX Unlimited Northwest wanted to be able to network them in the future should the need ever arise.

RE/MAX Unlimited Northwest also wanted to reduce the telecommunications expense associated with having a vendor come out every time it needed to make a change to its systems. This was very costly and time consuming. The agents are a very mobile workforce, working in the office and at various client locations. They needed a way to better keep in touch with the office staff and their clients.

Solution

After looking at several other vendors, including Comdial and Samsung, the company decided to harness the power of Avaya Intelligent Communications. It chose Avaya IP Office IP406.

"Avaya was the best fit for these offices, based on the features as well as the scalability of the solution," Zatz explains. The Avaya solution includes voice mail, desktop telephone management and digital telephones. There are approximately 20-25 telephones at each of these locations. Moreover, with Avaya Extension to Cellular, agents are accessible to clients through their office number, wherever they may happen to be. By helping clients and agents connect, this feature is helping RE/MAX Unlimited Northwest keep its competitive edge.

"These three McHenry County offices have about 60 real estate agents who are constantly in and out of the office. The features of Avaya IP Office are ideal because our agents can set their own preferences and can choose how they want to stay connected to their clients," Zatz says.

The Avaya IP406s at these locations are making agents more productive and efficient by eliminating the need for agents to call in to see whether they have messages. The Avaya system can automatically page agents when they're on the road to let them know they have a message or the system can send an alert directly to a mobile phone or handheld device. So agents can get back to their clients quickly.

Agents also can designate how they want their incoming calls handled. They may forward calls to their cell phone, route their calls to a designated backup person, or set up a personal auto attendant that offers callers various options. For example, the auto attendant might prompt callers to press a key to leave a message, have their call routed directly to the agent's mobile phone, hear more about available properties or speak with the office operator.

In addition to features that appeal to agents and their clients. Avaya IP406 is also streamlining maintenance and administration. Zatz maintains all three systems remotely from her desktop, eliminating the need for costly site visits. Using simple menus, Zatz is able to add extensions, send alerts to the staff and set up agents' preferences for being contacted. *"It literally takes me two minutes and I'm done,"* Zatz says.

As RE/MAX Unlimited Northwest grows, Zatz says, networking the IP Office systems is an option the company is considering. *"The Avaya system we have in our three key offices is definitely capable of expanding along with our business,"* she says.

Applications and Services

- Avaya IP Office IP406
- Avaya VoiceMail Pro
- Avaya Phone Manager Pro

- Avaya Extension to Cellular
- Avaya 5400 Series Digital Telephones

Results

"Avaya IP Office not only makes our system easier to manage – a big time-saver for our IT staff – but it also helps our mobile sales associates stay in touch with customers, each other and the home office more easily and cost-effectively than ever before. This, in turn, enables us to continue to provide our customers with the excellent service they deserve," Zatz says.

- Simplifies management/reduces costs. The remote administration capabilities allow the administrator to quickly make changes as needed without incurring the added expense of a site visit by a third party vendor. According to Zatz, "The Avaya IP Solution has reduced the need for site visits by about 80 percent. Since site visits cost an estimated \$200 each, the savings are considerable."
- **Speeds IT response time.** Since the administrator can make changes from any location, requested changes can be made much faster.
- Increases agent mobility. Avaya Extension to Cellular enables clients to easily reach the company's agents wherever they may be, in or out of the office, thereby fueling customer satisfaction. Callers need only the office number to reach an agent. Agents need not release their cell phone number and can have the system forward calls to their cell phone.

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or access other collateral by clicking on **Resource Type** under **"Do Your Research"** at **www.avaya.com**.

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- Christine Zatz, operations manager

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