

Business Situation

A Universal Music executive was dealing with a common problem within his office. It was a very phone heavy environment. Even with three assistants it was hard for them to keep up with the number of phone calls that came into the office. They were using an antiquated means of alerting their boss when he had a new phone call.

Challenges

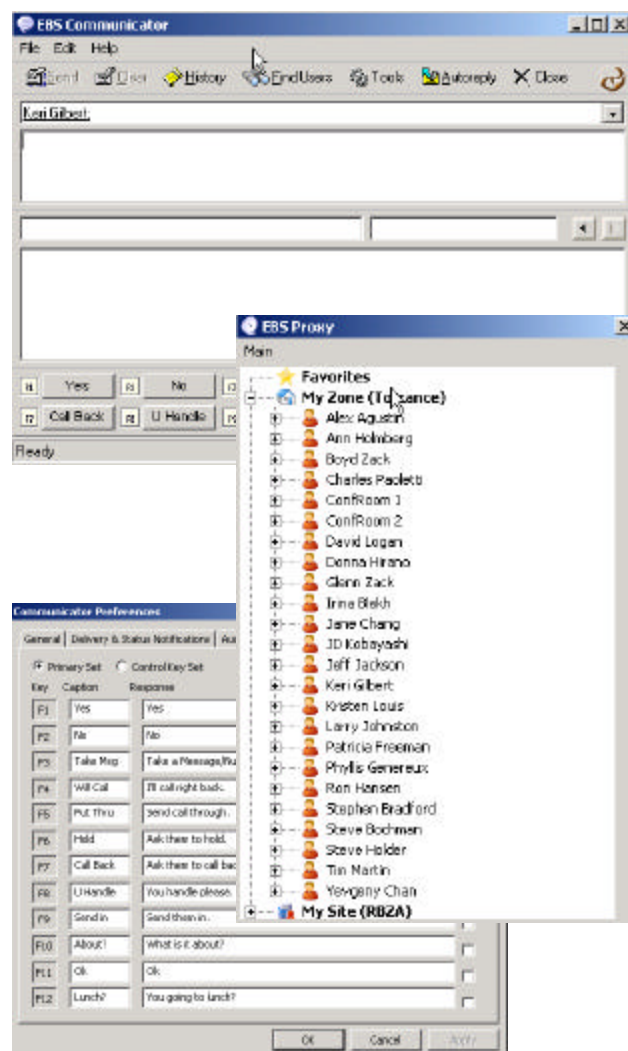
The assistants found it difficult to alert their boss when he had a new phone call, especially when he was already on the phone. They had come up with the idea of using whiteboards and fans as a means of signaling for phone calls and messages. The assistants wrote on whiteboards who was on what line, and the executive would hold up a fan to signal to them to take a message, hold, or put them through. This was effective, but inefficient. They needed something more up-to-date and easy.

Solution

IMiN™ was sold to Universal Music as a means of remedying their communication problem. It had a one touch key feature that the executive found to be highly useful in communicating with his assistants. The executive could program any message that he wanted into the one touch key feature and send it to his assistants with the push of a button. It allowed the executive to multitask efficiently without interrupting his other work.

Success

The productivity level of the executive and his assistants increased two-fold by having IMiN™ available to them. He was so impressed with IMiN™ that news of its usefulness spread to the rest of the company. Universal Music now has 350 EBS users on their system.



Technology Snapshot

- IMiN™ Communicator

