

Pirelli Drives IT Support Communication to a Single Point with BT Teamphone Smart Numbers

BT Solution Helps Pirelli Improve Efficiency and Flexibility of IT Support Service

Executive Summary

Pirelli is a world leader and innovator in the key markets of tyres, energy and telecom cabling. The Company's UK IT support team, based at Pirelli UK Tyres headquarters in Burton-upon-Trent, serves this office, two Pirelli tyre manufacturing sites and 65 Central Tyre retail tyre depots across the UK.

To provide after-hours support, the IT support team's communication system relied on passing a single mobile phone to the relevant IT specialist on duty that week. This was impractical and inflexible. Pirelli wanted to offer a more efficient IT support service and make it easier for employees to reach the correct after-hours support technician.

A BT Teamphone Smart Numbers solution has been deployed in the after-hours IT support department at the Burton-upon-Trent office. The IT support team has improved efficiency and implemented a flexible system that is more practical for its after-hours technicians, as well as making it easier for employees to contact the IT support team.

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Marketplace

Pirelli is one of the world leaders and innovators in the key markets of tyres, energy and telecom cabling. The company employs 36,337 people in 22 countries, and has total sales of six billion euros per annum.

The Pirelli UK Tyres head office and national distribution centre in Burton-upon-Trent employs 550 people. Shipments from the manufacturing plant in Carlisle and from the rest of Europe pass through Burton-upon-Trent on their way to tyre dealers throughout the UK.

The IT support team, based in the Pirelli headquarters at Burton-upon-Trent, serves these offices, two Pirelli tyre manufacturing sites and 65 Central Tyre depots across the UK. The manufacturing plants are open 24 hours a day, necessitating round the clock IT support. As well as normal office hours support, the retail depot outlets also require IT assistance at weekends.



Business opportunity

To ensure that Pirelli manufacturing plants run smoothly 24 hours a day, the UK IT support department provides an important after-hours service. However, making sure that a technician was always reachable proved challenging.

As the main communications device, Pirelli was using a mobile phone for the after-hours support team. Technicians would take turns to carry the phone for a week and once their duty period ended would pass it on to the next IT specialist.

This became a problem when the team member was off site and could not physically hand over the mobile phone. In addition, on days that the technician was not available or travelling, he had to physically pass the phone to a colleague and get it back the following day.

Pirelli tried using a landline number, which diverted to the relevant technician's mobile each week, but this relied on somebody remembering to divert the line to the correct phone each week and again meant that the technician had to be in the office to set the phone.

"We needed a system in place to ensure that our technicians were always available and easy to contact, making IT support as user-friendly as possible for the company," said Martin Redman, technical support analyst at Pirelli.

BT solution

Pirelli discussed these challenges with BT and chose to implement the BT Teamphone Smart Numbers solution, in order to streamline after-hours IT support and improve communication.

Julian Courtney, BT account manager, said: *"The BT Teamphone Smart Numbers solution is designed with flexible working in mind. A single telephone number connects individuals, wherever they are, with integrated voice mail and call delegation. This solution is well-suited to the IT support team at Pirelli, as they are often working off-site, but need to be contactable at all times."*

The BT Teamphone Smart Number system at Pirelli offers a single telephone number that connects to the technician on duty that week, wherever he is located. Martin Redman explained: *"Each week the duty after-hours technician phones in to the BT Teamphone Smart Number system and sets it to ring through to his mobile. Employees needing after-hours service have just one number that they can phone to connect them to the right technician."*

BT Teamphone Smart Numbers is a network-hosted variant of the BT Teamphone IP Customer Premises Equipment (CPE) solution. Instead of having to buy a server from which to run the application, BT Teamphone Smart Numbers is hosted in the network, and services such as system management, provisioning, billing and help desk are included as part of the package.

"The BT Teamphone Smart Numbers solution has proved a success in the IT department. After-hours support has been made much easier and the technicians can travel around without having to call in to the office anymore."

Martin Redman
Technical Support Analyst, Pirelli

BT Teamphone Smart Numbers is a managed service implementation offering a solution for organisations with flexible and remote working, hot desking and home working requirements. It provides lower cost of ownership, no capital expense and simplified deployment; a solution from a single user to several thousand if required; and a low cost convenient 'try before you buy' solution for customers who prefer the Teamphone CPE option.

New and existing customers can access the powerful unified communications features of BT Teamphone Smart Numbers, allowing the addition of features and capabilities including single number service, unified messaging services and visual services as enterprise business needs evolve.



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Results

The BT Teamphone Smart Number system has improved the efficiency of the after-hours IT support team. Pirelli only has to issue a single number for after-hours IT support to the relevant employees across the company. Employees dial this number and it diverts to the duty person's mobile.

BT Teamphone Smart Numbers offers a more flexible option for the after-hours IT support team, who can call in from any location to set the BT Teamphone Smart Number to ring through to their phone: they no longer have to be in the office to collect the IT support mobile phone or to divert the office-hours landline.

"The BT Teamphone Smart Numbers solution has proved a success in the IT department. After-hours support has been made much easier and the technicians can travel around without having to call in to the office anymore," said Martin Redman. *"BT Teamphone Smart Numbers has relieved the administrative hassle involved in passing one mobile phone around and diverting the office landline. Employees feel more confident that they will get through to the right duty technician and their IT problems will be resolved swiftly."*

BT Teamphone Smart Numbers is ensuring that after-hours IT problems experienced by individuals in the head quarters, manufacturing plants and retail outlets are being dealt with more quickly and efficiently. This allows the company to build further resilience into its supply chain network.

Martin Redman added: "Before, if a technician was in an area with poor mobile reception, employees could not get hold of him until reception was restored. They could leave a message but would not be sure when the technician would receive it.

"Now, the team member on duty can set the BT Teamphone Smart Number to ring through to a home phone or another office phone if there is no reception in the area. In addition, if employees do leave a message, the system will ring through every five minutes until the technician picks up the message."

Why BT?

- Pirelli recognised that the BT Teamphone Smart Numbers solution offered streamlined after-hours IT support and enhanced communication;
- The BT solution met Pirelli's requirement for a streamlined system to ensure its technicians were available at all times and easy to contact

Following the successful use in the after-hours IT support team, Pirelli plans further rollout of BT Teamphone Smart Numbers across the UK IT function.

The company is also considering deployment in other Pirelli divisions. *"With the increase of flexible and mobile working, having one number to contact people on makes business sense,"* says Martin Redman. *"For example, there are lots of project managers at Pirelli Cables and they are often out and about in the field. Instead of using both desk phones and mobile phones, Smart Numbers would mean that people could be reached on one number. Currently the project managers divert their desk phone, but BT Teamphone Smart Numbers would mean that they wouldn't have to come into the office to do this."*

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Main BT Products & Services

- BT has deployed the BT Teamphone Smart Numbers solution in the after-hours IT support department at Pirelli's Burton-upon-Trent office;
- Instead of Pirelli having to buy a server from which to run the application, the BT Teamphone Smart Numbers is hosted in the network, and services such as system management, provisioning, billing and help desk are included as part of the package.

Technology blueprint

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