

HSB Stockholm Becomes Truly Mobile With Flexible Telephony System From Nokia

“The Nokia solution for internet telephony is very intuitive. You hardly need to read the manual. Our employees are now more available, which is an important part in keeping your members happy. Nokia Intellisync Call Connect for Alcatel was an easy choice. It is a one-of-a-kind solution.”

Sten Becker
Telephony Systems Manager
HSB Stockholm



Customer:	HSB Stockholm
Industry:	Real estate management
Challenge:	Choosing a flexible telephony system to increase employee availability for members
Solution:	Replacing DECT phones with mobile devices that use Nokia Intellisync Call Connect for Alcatel
Benefits:	Increased member satisfaction through better availability of HSB employees

HSB Stockholm is a Swedish housing cooperative established in 1923. HSB Stockholm builds, manages, and actively strives toward creating good housing for its members. With more than 155,000 members in the Stockholm area alone, it is one of the major players in its field; nationally, every tenth Swedish home was built by HSB.

The Challenge

With more than 390 tenant-owner associations within its organization, HSB Stockholm receives between 4000 and 5000 phone calls every day, in addition to between 3000 and 4000 outgoing calls. In essence, telephony communication is a critical function for HSB Stockholm's success. Employees manage issues over the phone regarding everything from leaking pipes to building projects costing multimillion euros. Easy telephony and employee availability are key elements to keeping members satisfied and maintaining a steady growth of business.

How employees use telephones differs widely depending on their function within the organization. Some are based at the office, while others roam the Stockholm area visiting member associations and checking the progress of building projects on site. HSB Stockholm previously depended on DECT phones to achieve in-office mobility for its employees. That meant that some

employees had up to three phones: a stationary office phone, a DECT phone, and a mobile phone.

As the DECT phone system was approaching the end of its life-cycle, HSB Stockholm had to make a decision to either invest further into the DECT system or to invest in a mobile communication system for its existing Alcatel switches. The first option would have meant additional costs for new DECT phones and extra base stations, still not guaranteeing 100 percent in-office coverage.

The Solution

In the fall of 2006, HSB Stockholm decided to try Nokia Intellisync Call Connect for Alcatel. The solution integrates Nokia Eseries mobile devices with HSB Stockholm's fixed telephony infrastructure running Alcatel OmniPCX. It extends desk phone features with one business number to the mobile device. The solution also simplifies the corporate telephony architecture and facilitates in the elimination of overlapping devices, meaning that HSB Stockholm employees could start using their mobile device as a primary business device.

The solution entails an installable client software application, which manages interoperability with the Alcatel OmniPCX call control platform and provides an intuitive user interface to manage call

Customer Profile

Company: HSB Stockholm

Headquarters: Stockholm, Sweden

Founded: 1923

URL: www.hsb.se

Primary Business: Sweden's largest housing cooperative, HSB builds, manages, and actively strives toward creating good housing for its members

routing preferences and access in-call services from the PBX. Some of the most important features used by HSB Stockholm personnel include do-not-disturb, hold/resume, call transfer, consultation call, swap, conference call, and private/business modes. The Nokia solution routes the mobile calls made in business mode via Alcatel OmniPCX. The receiving party will see only the desk phone number instead of the mobile phone number. This means that the mobile phone number can be kept for private use. External callers will use the same desk phone number to call in, and the solution manages routing to the mobile device according to user-defined rules.

After successfully testing Nokia Eseries devices with the Nokia Intellisync Call Connect for Alcatel application, HSB Stockholm decided to invest in 40 licenses. Over time, they plan to invest in an additional 100 licenses. The DECT phone system was shut down completely in September 2007.

Sten Becker, the telephony systems manager at HSB Stockholm, is very satisfied with the new solution, stating, "The solution is very intuitive. You hardly need to read the manual to use the application. The ease-of-use means that our employees are more available and more productive. That is an important part of keeping your members happy and creating new business."

The Benefits

Nokia Intellisync Call Connect for Alcatel has made telephony significantly easier for the employees of HSB Stockholm. The prior utilization of multiple phones was a challenge for achieving effective communication. With the new solution, employees save time and hassle, needing only their Nokia Eseries device by their side. Also, DECT phones did not give the employees at HSB Stockholm full coverage in the seven-story office building. With their new Nokia E65 device, personnel are now free to roam the office while remaining connected to the GSM or 3G net.

However, possibly the most important benefit of the Nokia solution is the increased functionality and user-friendliness of the application. Instead of having to press long and complicated "short" number sequences for different commands, users now only need to choose one of the intuitive icons displayed on the user interface—for example, to transfer or put a routed call on hold.

Becker sees significant benefits to the new solution, continuing, "Our members demand fast and easy access to their contact person within HSB. Availability and good service is therefore key to achieving member satisfaction. Because of the functionality and ease of use of the Nokia solution, our employees can now stay in touch with our members more effectively."

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