



## Challenge

- A fast-aging telephone system with high upgrade and maintenance costs made it difficult to provide a good communication experience for clients and employees.
- Newer features, which offered streamlined communication, collaboration features, and clear competitive advantage, were beyond the bounds of their existing system.

## Value Created

- Mobility features save time by providing one-number accessibility and avoiding telephone tag
- Presence features help connect colleagues for faster decision-making and more productive teamwork
- Conferencing capabilities streamline negotiations and case resolution
- Rich feature set saves time for employees and clients, giving the firm a strong competitive advantage
- Cost savings:
  - Over \$44,000 per year on line and long distance costs
  - Approximately \$100,000 saved annually through staff redeployment
- Scalability and extendability make it possible for the company to have remote agents for global expansion and round-the-clock service

# Matthews Pierce & Lloyd



## Avaya IP Office streamlines workflow, reduces costs, and accelerates time to resolution for commercial debt recovery



Dover, Delaware – Matthews Pierce & Lloyd offers a full range of commercial debt recovery services, as well as comprehensive accounts receivable management. The firm’s specialty is resolving complex contractual arrangements through creative, diligent, realistic solutions. Their clients include many of the Fortune 500 companies and other corporations and organizations in the U.S. and around the world.

Communications is the cornerstone of their work. According to Account Executive Michael Strong, *“At least ninety percent of our business is conducted over the phone. The other ten percent is over the Internet. While we may go out and visit with clients face-to-face on a limited basis, everything that we do for our clients is over the phone and over the Internet.”*

Strong explained the criticality of phone service within the firm’s business model. *“The majority of what we do in representing our clients is helping them resolve disputed matters and collecting on invoices that fall beyond terms and are past due. In these negotiations, the greatest risk factor is time. Allowing time*

*to pass before negotiations are settled works against the process more than anything. So for our business, being able to reach out and get people on the phone and bring everyone together in an expedited manner is very, very compelling and important to us.”*



“Being able to reach out and get people on the phone and bring everyone together in an expedited manner is very, very compelling and important to us.”

—Michael Strong  
Account Executive  
Matthews Pierce & Lloyd

Approximately four years ago, the firm recognized that their Panasonic phone system, purchased in 2001 and state-of-the-art at the time, was no longer the right solution to take them into the future. It posed numerous problems. It was very difficult and costly to obtain service or parts to allow for scalability on the old system.

At the same time, Matthews Pierce & Lloyd saw opportunities to leverage new system features that could provide a clear competitive advantage through improved collaboration and streamlined communication during critical case negotiations.

Matthews Pierce & Lloyd contacted several vendors to discuss their needs and goals. They were especially pleased with Data Voice eXchange (DVX), an Avaya SME Expert Connect channel partner in their area. Strong commented, *“When DVX came in, they took down all of our requirements, our entire wish list, and came back to us with an improved wish list, giving us an understanding and an expectancy of additional benefits and features that we could realize with Avaya IP Office. We learned that the system was less expensive than what many of the competitors were offering, and that it would offer great value for the long term. We were very impressed with the DVX team because they didn’t just come in here and drop a phone system on us and then leave. They made sure that everything was seamlessly integrated with our outside communications provider, and they made certain that we were thoroughly familiar and comfortable with the system as one complete package.”*

## Streamlined communications and collaboration

The sophisticated features of Avaya IP Office have made it possible for Matthews Pierce & Lloyd to streamline and accelerate communications with their clients and the subjects of their collections efforts — and according to Strong, this has given them a competitive edge to deliver results quickly and efficiently. Mobility features enable one-number access to both office and cell phones, so that

conversations can take place no matter where an employee is located. The presence function enables an employee to locate colleagues who can contribute to a resolution, and through built-in conferencing, several parties can be drawn together in a discussion, in a cost-effective manner.

Strong explained, *“Taken altogether, the mobility, presence, and conferencing features of IP Office are a real game changer. Now what we’re able to do is put into one phone call what otherwise would have taken two, three, or more calls — avoiding phone tag and waiting to get information. If I need to have somebody else’s opinion or pull someone else in on a phone call, I can look on the computer and see the person’s status, access him, or bring him in on the call, which is just phenomenal. It saves our time and our client’s time, making everything more proficient.”*

Strong offered this example of how critical timing can be. *“You have only a very short window to get a chief financial officer on the phone because he or she is very busy. When you have that person on the phone and that person needs to make a decision in terms of whether to move forward and authorize an expenditure, we need to get our client immediately to accept or rescind the offer. It only makes sense for us to have a tool that can bring all the parties together immediately so that a decision can be made on the spot and we can move on. Otherwise, we miss that window of opportunity.”*

The mobility feature is also valuable for anywhere, anytime access by clients. *“One thing that’s very important in our business is for our clients to be able to reach us at any time. We’re very excited by having the capability to have our office calls delivered to the cell phone, so that we can be available to clients at all times, with the phone system’s capabilities at our fingertips. Just the other day I was taking a cab in Chicago and was able to take an important business call right there. It’s like having the workplace brought to you, wherever you are.”*

Other features have been extremely valuable for the firm. Associates have the ability to track and monitor calls, and to save recorded calls within e-mails on their computers. They also utilize Whispering, whereby management can not only monitor and listen in on a phone call, but also coach a representative privately during a call.

## Cost savings

The firm has realized significant cost savings since deploying Avaya IP Office. They have reduced their phone bill from \$4,000 per month for three locations (different service providers for offices in Dover and Ellicott City, Maryland, and Tampa, Florida) to just \$300 – a greater than 90% reduction. Savings were achieved by consolidating calls through a single service provider, leveraging Avaya IP Office’s Automatic Route Selection capability and the analysis skills of DVX to

virtually eliminate long distance charges. In addition, DVX facilitated SIP trunks on a pay-as-you-go basis for the conference bridge, allowing Matthews Pierce & Lloyd to save on monthly expenses. Matthews Pierce & Lloyd can now have large conferences of 20+ members without tying up their main lines.

Previously, the company had a primary receptionist and a back-up receptionist at each of their three locations. Now, incoming phone lines for all three locations are handled by one receptionist at one location using Softphone, viewing and managing calls on a computer monitor. Redeployment of staff accounted for approximately \$100,000 savings annually.

## Business growth

Strong anticipates that Matthews Pierce & Lloyd will soon explore the advantages of having sales people in remote locations that can provide a sales function around the clock and around the globe.

*“Since IP Office enables us to place remote agents anywhere in the world, we are looking at expanding to pursue more business outside the U.S.,”* Strong commented. *“Some of our global clients are already asking us to provide services in other countries, and we recognize the tremendous advantage of having a sales capability in other global locations to increase our client base.”*

Strong concluded by saying that he and his colleagues strongly recommend IP Office because *“it is very cost efficient and certainly worth every dollar that you invest. It is user-friendly and cutting-edge — supplying everything that you could want and hope for and then some.”*

## Learn More

For more information, contact your Avaya Account Manager or a member of the Avaya Connect channel partner program, or access other collaterals by clicking on Resource Library at [www.avaya.com](http://www.avaya.com).

All statements in this case study were made by Michael Strong, Account Executive.

**“Taken altogether, the mobility, presence, and conferencing features of IP Office are a real game changer. Now what we’re able to do is put into one phone call what otherwise would have taken two, three, or more calls — avoiding phone tag and waiting to get information.”**

*Michael Strong  
Account Executive  
Matthews Pierce & Lloyd*

## Systems & Applications

IP Office 7.0

Power User

VoiceMail Pro

PhoneManager

### ABOUT DATA VOICE EXCHANGE

Data Voice eXchange (DVX) was founded in 1993 to offer organizations comprehensive and cost-effective communications technology. The company's employees are a team of multi-certified technicians and engineers, experienced sales people, and highly trained customer service representatives. Their implementation, service, and maintenance capabilities provide superior end-to-end support. In addition to offering all Avaya solutions, DVX is a SIP provider with Verizon Wholesale as its backbone to substantially reduce their clients' costs. DVX also provides services with a broad base of national and regional carriers. For more information, please visit [www.DVX.com](http://www.DVX.com).

### ABOUT MATTHEWS PIERCE & LLOYD, INC.

Matthews Pierce & Lloyd, Inc., is an established, experienced firm that has a reputation as one of the most capable providers of commercial debt recovery services and accounts receivable management. The firm employs diligent, skilled, high-caliber professionals who are well trained in the company's own unique, proven methods of responsible, effective commercial debt recovery. Their recovery rate is exceptionally high, as is their client retention rate. Their clients include many of the top corporations in the world. The firm also offers cost-efficient outsourcing of receivables management that is tailored to handle clients' specific operational needs. For more information, please visit [www.mpli.net](http://www.mpli.net).

### About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information please visit [www.avaya.com](http://www.avaya.com).