

EVM Plus with giSTT Case Study: Cushman & Wakefield

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New York, New York — As the world’s largest commercial real estate firm, Cushman & Wakefield appreciates the value of advanced communications technologies in delivering high-quality customer experiences across 221 offices in 58 countries.

CIO Craig Cuyar described the firm’s communications goals as intensely customer focused.

“The biggest group of professionals in our business is the 7,000 people who comprise our broker population. Our business is driven by their being able to serve customers quickly and efficiently—which means having access to the right information at the right place and at the right time. Our customers expect a high level of service, and that is what we continually strive to provide.”

Cushman & Wakefield is committed to a customer service standard that delivers the same quality and responsiveness wherever customers are located—Los Angeles, New York, São Paulo, London, Moscow, Singapore, Sydney, or anywhere else in the world. At the same time, the firm wants to achieve cost savings by leveraging technologies designed to deliver both efficiency and effectiveness.

“Our model for communications technology is standardization, consolidation, and optimization,” Cuyar explained.

New York–area deployment

Cushman & Wakefield has established a strong infrastructure centralized at its core data center in northern New Jersey. The solution consists of Avaya Aura™ Communication Manager 5.2 running on Avaya S8730 Servers with G430 Media Gateways, and an Enterprise Survivable Server (ESS) at the New York headquarters. Four offices (two in Manhattan and two in Long Island) are served by Media Gateways from the data center in New Jersey.

As part of the deployment, Cushman & Wakefield included Mutare Software’s EVM Plus™ application for unifying voicemail to email, and giSTT™ speech to text which converts the voice message to text so employees are able to read and respond to voicemail in text form with the same ease and convenience of email.

Noted Cuyar, *“We now have an excellent suite of unified communications solutions that empower our brokers to receive all of their e-mail and voicemails, no matter where they are. They can easily prioritize messages, see the transcript of a voice message, and work at home any time of the day or night, just as if they are in the office. We’ve received rave reviews about the new tools that have been provided, especially from our ‘power users’ in the field, who really appreciate speed and efficiency for both their incoming and outgoing communications.”*

As for Return on Investment, said Cuyar, *“Overall I’d estimate that we have increased productivity of our people in the New York area by at least 15%.”*