



## Royal Specialty Improves Workflow and Increases Productivity with Avaya Mobility Solution

### Challenge:

To gain a competitive edge in the marketplace by implementing a converged messaging system that would allow its underwriters to improve response times, and better organize and respond to phone, fax or e-mail messages.

### Solution:

By foregoing traditional voice mail and choosing Avaya Modular Messaging, Royal Specialty is providing faster and more accurate responses to client requests, and is better able to bring in new business and increase revenue.

### Value Created:

- Increases employee productivity by allowing staff to manage time, clients, and work load more efficiently.
- Provides faster response to customer requests for a competitive edge in the marketplace.
- Allows messages to be more easily shared across the organization and heard over a phone using Avaya Modular Messaging's built-in text-to-speech feature.
- Enables knowledge workers to access, manage, and respond to voice, e-mail and faxes using a single interface rather than multiple communication tools.
- Makes voice messages as versatile as e-mail messages: they can be stored, forwarded, filed and reused as part of an enterprise document management strategy.
- Enables mobile professionals to easily access voice mail, e-mail, and faxes using any available telephone or their laptop computer, from anywhere in the world, at any time.

Higher productivity and paperless offices – these were the benefits promised by distributed information



technology. Instead, the mountain of printed pages has grown even larger, while most measures of professional productivity have hardly changed. Worker productivity suffers when people must manage phone, fax and computer communications using different tools – especially if they're not all right at hand.

### About Royal Specialty

Royal Specialty Underwriting, a division of Royal & SunAlliance, illustrates the workflow benefits and communications productivity of Avaya Modular Messaging. Royal Specialty had previously decided against conventional voice mail, believing that live response to client calls was an important differentiator relative to its competition. Given the streamlined workflow for its busy underwriters, however, Royal Specialty leapfrogged its competitors and implemented Avaya Modular Messaging.

### The Solution

Avaya Modular Messaging is now helping information-intensive businesses achieve workflow improvements that make a difference on the bottom line by enabling users to access voice mail and fax messages through the same PC interface they use for e-mail messages. In addition, Avaya Modular Messaging allows users to access voice mail, e-mail messages and faxes using any telephone, anywhere in the world. This in turn streamlines their workflow and lets them work with information more efficiently.

With Avaya Modular Messaging, however, busy professionals can manage all their messages and faxes

with a single communication tool of their choice: computer or telephone. Avaya Modular Messaging also lists all e-mail, voice mail and faxes in a single chronological log. This enables computer users to prioritize their responses, based on a comprehensive view of all communications coming their way. Users who retrieve messages by phone, for example while traveling, no longer have to collate voice mail, e-mail and faxes together to assemble an accurate sequence of communications.

Avaya Modular Messaging ends the inefficient practice of storing and responding to voice mail, e-mail, and faxes according to the communications medium that delivered them. Using Avaya Modular Messaging, knowledge workers can organize and archive their communications according to clients, projects or other meaningful categories. They can also share voice mail, e-mail, and faxes more easily with others. Voice mail messages, for example, can be attached to e-mail messages and forwarded on to new recipients. Alternatively, all communications handled by Avaya Modular Messaging can be saved into shared folders for easy access by co-workers and colleagues.

### Vaulting Past Competitors with Avaya Mobility Solutions

The insurance industry relies on prompt, accurate transmission of legal and financial information, including property descriptions, values and financing. Potential clients usually solicit quotes from a number of underwriters. With Avaya Modular

Messaging, Royal Specialty is now better able to address such requests, bring in new business, and increase revenues.

*"We quickly realized the benefits of Avaya Modular Messaging, including employee productivity gains due to more efficient communications,"* says Kelly Walls, vice president for information technology at Royal Specialty Underwriting. Following successful implementation in a major branch office, the company began deploying Avaya Modular Messaging on a national basis.

### Executing an Advanced Document Management Style

Royal Specialty underwriters use Avaya Modular Messaging to manage their time, their clients and their workload more efficiently. For one thing, Avaya

Modular Messaging lets them retrieve and respond to all their messages and faxes on the road, using either a telephone or laptop computer. When picking up e-mail messages with a telephone, for example, they hear the messages read to them by Avaya Modular Messaging's built-in text-to-speech feature.

*"Avaya Modular Messaging has better enabled our employees to remain in contact with our customers, even when traveling,"* Walls said.

Avaya Modular Messaging also allows Royal Specialty underwriters to work with messages and faxes in more effective ways, as part of the company's advanced document management strategy. For example, recipients can save voice messages as "documents" in client files. The messages can then be retrieved, routed, and re-used as often as necessary, instead of just listened to once and deleted forever,

like traditional voice messages.

Paperless offices may be impossible to achieve, but Avaya Modular Messaging for Microsoft Exchange makes it possible to increase the productivity of knowledge workers by integrating their messaging and improving their workflow. It also adds a new dimension to document management.

*"Modular Messaging has proven to be a solid product with minimal administration required,"* Walls said. *"We've installed it with great success."*

### Learn More

For more information on how Avaya can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or visit us at [www.avaya.com](http://www.avaya.com)

#### ABOUT ROYAL SPECIALTY UNDERWRITING INC. (RSUI)

RSUI is a leading underwriter of wholesale specialty insurance. The company works with insurance wholesalers to provide a wide range of insurance products, including property, casualty, professional liability and directors and officers ("D&O") liability coverage. RSUI provides insurance to thousands of companies, from non-profit organizations to Fortune 500 firms.

RSUI writes business in the following companies: RSUI Indemnity Company and Landmark American Insurance Company. RSUI is rated "A X" ("Excellent") by A.M. Best, and "A-" by Standard & Poors. The Company is based in Atlanta, Ga., with offices in Sherman Oaks, Calif. RSUI is a member of Alleghany Insurance Holdings Inc. For more information, visit <http://www.rsui.com>

#### ABOUT C=WIN

C=WIN was established in 1985 to design, install, and maintain multimedia networks that will best meet the electronic communication requirements of its customers. With solutions such as converged networks, video systems, wireless networks, contact-center solutions, and mobile communications networks, C=WIN helps enterprises address today's dynamic requirements while building a foundation for the future.

The C=WIN team develops affordable and imaginative solutions to the challenges facing organizations, from training to enterprise network design. With more than 100 awards for achievement in sales, customer service, and system and network design, C=WIN provides outstanding service and open architecture products through its Avaya partner agreement. Also, named a 2005 Business Partner of the Year.

#### Applications

- Avaya Modular Messaging

#### Services

- Services provided by Certified Avaya BusinessPartner

All statements in this Case Study were made by Kelly Walls, vice president for information technology, Royal Specialty Underwriting.