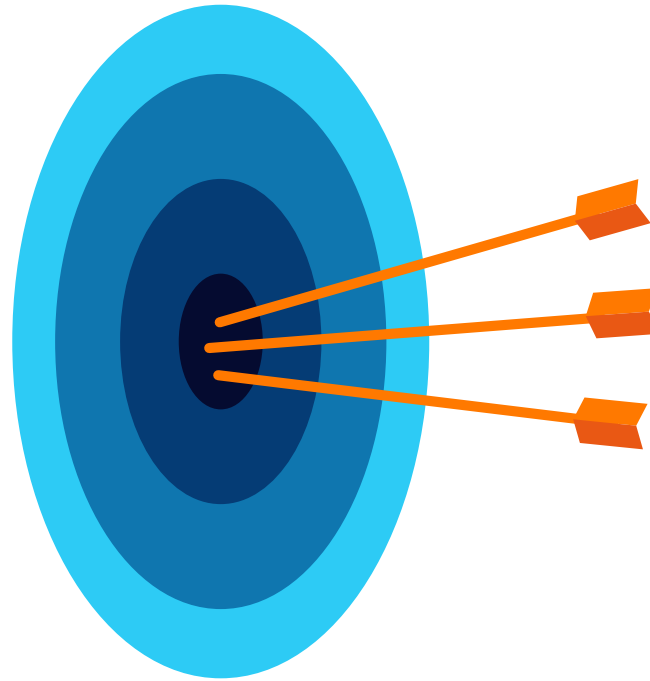


CLOUDLI PHONE

CASE STUDY

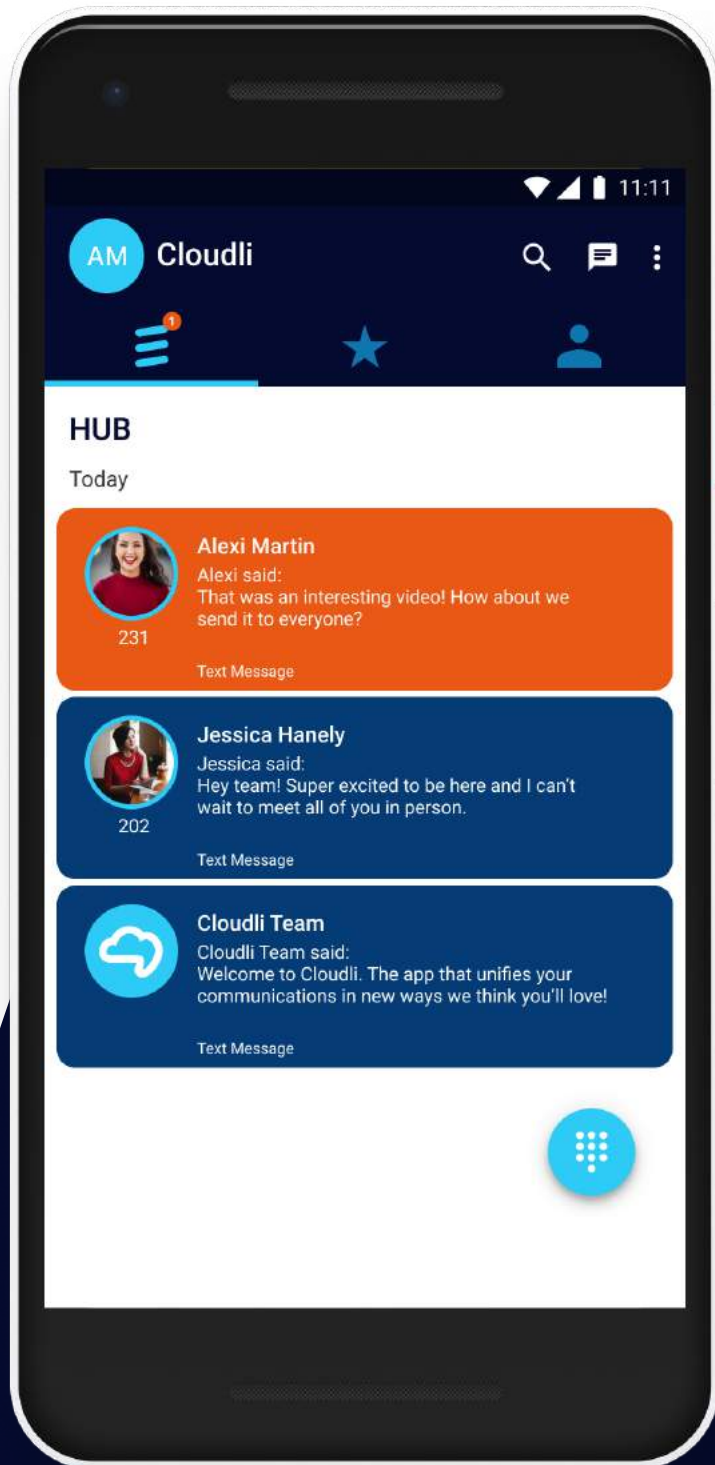


Christie's Office Plus



**Christie's Office Plus aligns teams on the road,
and gets answers fast using Cloudli.**

Cloudli helps Christie's align travelling team members and speed up decision times.



Executive Summary:

Cloudli timeline feature integrates calling, transcribed voicemail and texting. Christie's found this integration creates quicker and more reliable response times. Because of this, key decisions are made faster while in the field.

- Integrated texting and calling in timeline creates quicker responses. This is because users are alerted when someone is trying to reach them. And the timeline provides a quick visual reference showing you who is trying to reach you as soon as you open the app.
- Pre-loaded contacts make it easy to find any team member
- Ease of set-up created instant communication improvements
- Exceptional call-quality helps ease communications with travelling team members



"Cloudli lets me feel connected to the staff no matter where I am or they are. It's the easiest and best way to stay in touch with key team members, especially when we need fast responses. It is way more effective than calling their desk phone, then their cell phone, then their hotel phone...."

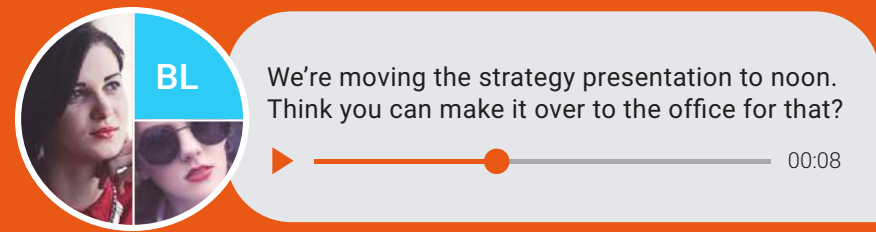
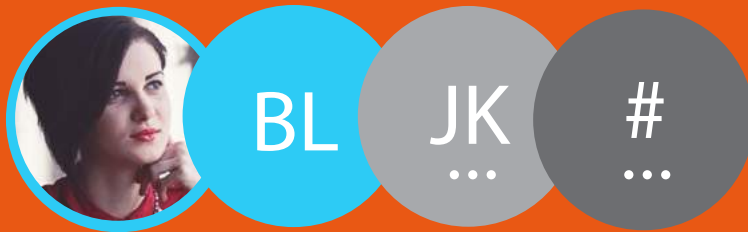
Challenges:

Christie's team were having difficulties reaching each other in a timely way. Team members would miss calls to their desk phones when they were away from their desks. Managers didn't know how to always reach out-of-office team members. They weren't sure when it was appropriate to call team member's personal numbers.

And, calling multiple numbers for the same team members was wasting a lot of time.

Christie's also faced challenges coordinating teams while on the road. With no way to contact team members at the same time, syncing plans was time consuming and difficult.

These communication challenges resulted in key decisions being delayed. And these challenges also resulted in making it difficult to coordinate remote work.



How Cloudli Helped Christie's Office Plus:

Cloudli's preloaded contacts has made it easier for team members to find each other. The timeline feature has increased response rates. This has meant getting to decisions quicker.

Group texting has made it easier to coordinate teams on the road. Making plans for multiple team members could happen with a single conversation to the group instead of multiple calls.

And better call quality has its benefits too:

"Staying in touch with our project manager while he was in Barbados was easy. It sounded so clear, it was like he was in the next room."

Primary Benefits:

- Team members are easier to reach
- Increases response rates and reduces decision times
- Easier co-ordination of teams on the road
- Keeps team members connected at all times

Christie's Office Plus is an office and educational supply store chain.
Founded in 1881, in Brandon Manitoba, it serves customers across Western Canada.