

# Boyd Bros. Transportation Inc.

The Avaya Aura<sup>®</sup> Solution for Midsize Enterprise has helped Boyd Bros. to build a highly collaborative culture, empowering people to work in support of their business objectives.



Boyd Bros. Transportation Inc., headquartered in Clayton, Alabama, is a flatbed truckload carrier that operates throughout a large part of the United States, hauling primarily steel products and building materials. In these markets, Boyd Bros. serves high-volume, time-sensitive shippers that demand time-definite delivery. With 1,050 conventional tractors and 1,670 48-foot flatbed trailers, the company has full-service terminals in Birmingham, AL, Cincinnati, OH, and Clayton, AL. There are service centers in Greenville, MS, Cartersville, GA, and Cofield, NC. The company has received many awards, including “Best Fleet to Drive For” recognition in 2010 from the Truckload Carriers Association.

Boyd Bros.’ mission statement includes important business values such as safety, respect for employees, high standards, fiscal responsibility, and one that’s so critical, it’s repeated three times: Communicate, Communicate, Communicate!

Boyd Bros. has met its communications needs with Avaya products for many years. Today, when challenges in the transportation industry require advanced capabilities to compete effectively, the Avaya Solution for Midsize Enterprise provides advanced engineering to help Boyd Bros. continue being “the best.”

## CHALLENGES

- Keeping qualified people on staff when they relocate
- Providing sales personnel with headquarters-based mobility options
- Addressing the critical shortage of drivers in the transportation industry
- Streamlining system management, achieving operational efficiencies, and providing scalability for future growth
- Providing state-of-the-art videoconferencing for collaboration and customer/employee motivational purposes

## SOLUTION

Boyd Bros. deployed the Avaya Aura® Solution for Midsize Enterprise, which provides a consolidated Avaya Aura communications platform that supports:

- voice
- messaging

- video
- presence
- application enablement
- contact center and agents
- full SIP capabilities

The deployment also includes Avaya Contact Center Elite, Avaya one-X® unified communications applications, presence services, and Avaya 1000 Series Video Conferencing Systems.

## BENEFITS

- Cost avoidance of training new employees: \$40K-\$60K per year
- 300 % increase in home agent productivity
- 80% improvement in time needed for system management
- SIP integration
- Easy to establish home offices and mobility options

- Competitive advantage in hiring and retaining drivers
- Flexible, high-definition video conferencing capabilities that provide enhanced collaborative and relationship-building capabilities

“In 2010 we’d had a long, excellent ‘run’ with our legacy Avaya equipment at the Clayton headquarters and an Avaya S8700 server at the Birmingham facility, but we were ready to take the next step toward advanced communications capabilities,” explained Elaine Maund, Vice President Information Systems. “For us, that next step would be a consolidated solution that was more streamlined, easy to manage, feature rich, and scalable to meet all of our future communications needs.”

Consulting with their Avaya channel partner, Boyd Bros. developed a plan that would achieve their major goals:

- Ability to establish virtual offices for agents and other staff members to work at home
- Effective mobility options for sales personnel

“The Avaya Aura® Solution for Midsize Enterprise has helped us to create a more effective and mobile workforce, and to continue building a highly collaborative culture. Today, we have a very comprehensive yet agile communications infrastructure with advanced applications that empower people to work together both personally and efficiently in support of our business objectives.”

- Elaine Maund, Vice President Information Systems, Boyd Bros. Transportation Inc.

- State-of-the-art videoconferencing
- A consolidated infrastructure for ease of management, operational efficiencies, and scalability





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Boyd Bros. selected the Avaya Aura Solution for Midsize Enterprise, which enables real-time communications applications to perform in a virtualized environment, with the same capabilities they have on dedicated servers. Engineered specifically for midsize businesses, it scales from 250 to 1000 users and 250 locations, providing voice, messaging, video, presence, application enablement, and full SIP capabilities. (Please see a detailed list of systems and applications on page 8.)

“The installation process was surprisingly quick, and it did not disrupt our operations at all,” Maund stated. “There was never a moment when an employee needed to communicate but was unable to do so because of the changeover. We have to give a lot of credit to our Avaya channel partner for this success, and for the success of subsequent deployments of new clients for the system. The firm has been a trusted partner for years, and they continue to do a great job for us in developing our comprehensive communications solution.”

## Meeting the challenges and delivering results

**Advanced capabilities help Boyd Bros. manage workforce requirements and increase productivity**

Boyd Bros. Transportation has faced some strong staffing challenges in recent years. “First of all, with regard to contact center positions, we are in a very remote area of Alabama, where job force availability is nothing like it is in the metropolitan areas,” Maund explained. “This means that we really have to work to find qualified people. When we have well-trained people who are experienced in working with our drivers and customers, we don’t like to lose them if they need to relocate. So one of our biggest challenges and preeminent goals recently has been to develop a system whereby we could keep our experienced people with us by setting them up to work remotely.”

**Virtual office capabilities** available with the Avaya Aura® Solution for Midsize Enterprise were a huge deciding factor for Boyd Bros. For contact center agents working at home, Boyd Bros. uses Avaya one-X® Agent running on their

Avaya Aura platform. This desktop software application enables the contact center to extend all functionality to the home office. One-touch access to functions such as conference, transfer, and supervisor assist enables agents to effectively manage both communications and agent tasks – helping them be responsive and collaborative. Integrated presence and instant messaging enable Avaya one-X® Agent users to reach out quickly to an available expert anywhere in the enterprise. Agents have the tools they need to drive first call resolution and high customer satisfaction.

**Productivity** among home agents has proven to be extremely high. Maund said, “We’ve found that our home agents are able to take three calls to every one call taken by agents in the office. We attribute this to the fact that agents who work at home do not have the distractions that typically arise in an office environment. In addition to this vast increase in productivity, we also realize a tremendous savings through retaining experienced personnel, even when they need to relocate, vs. training new employees. The savings is at least \$5K-\$6K per

employee, totaling between \$40K and \$60K per year.”

State-of-the-art communications also helps Boyd Bros. stay highly competitive in **hiring and retaining drivers**. According to Maund, “The transportation industry has a critical shortage of qualified drivers, and the situation promises to get worse rather than better. We feel it’s important to have the most advanced communications capabilities to compete effectively in this very difficult employment marketplace.

“One of the most effective strategies is the person-to-person impact that we can achieve with our new **video conferencing capabilities**,” Maund commented. “For example, there’s just nothing like the dramatic effect of our senior management meeting with new trainees at a remote location by live, interactive video. It’s becoming an absolutely essential medium for communicating how much we support and care about our drivers and their families.”

Maund added that the company is also beginning to use videoconferencing with customers and other employees as well. “Even

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*- Elaine Maund, Vice President  
Information Systems, Boyd Bros.  
Transportation Inc.*

though our voice capabilities are terrific, there are still times when seeing people – being able to view their reactions and just generally getting to know them better – is important. With interactive video, even though we are in the ‘midsize’ category with a widely distributed workforce, we can still have a small-



company feel as we work with our employees and customers.”

Boyd Bros. utilizes Avaya 1000 Series Video Conferencing Solution, which are high-definition, low-bandwidth SIP based endpoints that deliver video to everyone in an organization from individual desktop users and small workgroups to large conference rooms.

Mobility options provided by Avaya one-X® Mobile have been the right answer for Boyd’s sales force and other employees as well. Maund explained, “Previously, our sales people used personal cell phones and home phones, which required them to give out personal access numbers. This sometimes created awkward situations when a sales person would leave, since customers might continue to call his or her personal numbers. Now we can provide each sales person with a direct company number that can be extended to his or her mobile device, laptop, and home IP phone, for both incoming and outgoing functionality comparable to being in the office. This makes them reachable on one office number for all business

purposes, and they can leverage the rich functionality and long distance cost savings that are inherent in the system.”

## Consolidation with Avaya Aura reduces management time and supports the rapid deployment of new applications

“With our previous mix of two different phone systems, it was often difficult and time-consuming to make anything new happen,” Maund commented. “We found it hard to move people, and sometimes it was a struggle to keep up with the number of service requests that we received. Now all of that has changed dramatically. Since we deployed the Avaya Aura Solution for Midsize Enterprise, the time required to perform most system management functions has been slashed by about 80%.”

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Boyd Bros. has moved quickly to deploy many of the most forward-looking Avaya technologies, including a **unified communications (UC)** strategy that enables employees to access information and to collaborate effectively no matter where they are located. The company's existing and planned portfolio of UC capabilities includes Avaya one-X® Mobile; Avaya one-X® Portal; Avaya one-X® Communicator; presence services; video conferencing; and voicemail to e-mail integration.

“Our business model now requires that some employees move frequently among our offices,” Maund said. “Before, we had difficulty accommodating that from the telecommunications perspective. Now, the Avaya Aura Solution for Midsize Enterprise has helped us to create a more effective and mobile workforce, and to continue building a highly collaborative culture. Today, we have a very comprehensive yet agile communications infrastructure with advanced applications that empower people to work together both personally and efficiently in support of our business objectives.”

Maund concluded, “Now that we are well-established in meeting our immediate needs, we are looking toward the future and all the possibilities that are inherent in our SIP integration. Skype and presence are the two most immediate functions that we are planning for now. Beyond that, it seems that our options are almost unlimited – both for new functionalities and continuing to improve our operational expenses through the consolidated infrastructure.”

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, 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).

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All statements in this case study were made by Elaine Maund, Vice President Information Systems, Boyd Bros. Transportation Inc.

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*Elaine Maund, Vice President Information Systems, Boyd Bros. Transportation Inc.*

## Systems and Applications

The overall solution is comprised of the consolidated server that hosts the Avaya Aura® Solution for Midsize Enterprise as well as additional applications and endpoints.

S8800 Server consolidated Avaya Aura Solution for Midsize Enterprise at headquarters in Clayton:

- Avaya Aura® Communication Manager
- Avaya Aura® Communication Manager Messaging
- Avaya Aura® System Manager
- Avaya Aura® Session Manager
- Avaya Aura® Application Enablement Services
- Presence Services
- Avaya Aura Utilities Services and SAL
- Avaya Contact Center Elite
- Avaya one-X® Communicator
- Avaya one-X® IP Agent
- Avaya 1010, 1030, and 1050 Video Conferencing Systems
- Avaya G430 (with EBM), G450, and G700 Media Gateways
- 8400 Series Digital Deskphones
- Avaya 4600 Series and 9600 Series IP Deskphones
- S8300 Servers (LSP) at three other company facilities

Additional applications and endpoints:

- Avaya one-X® Mobile
- Avaya one-X® Portal

## About Avaya

Avaya is a global leader in business communications systems. The company provides unified communications, contact centers, data solutions and related services directly and through its channel partners to leading businesses and organizations around the world.

Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit [www.avaya.com](http://www.avaya.com).

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