



## Distributed Sales Organization

### Company Description

This project focuses on a business opportunity company that offers entrepreneurs the ability to build a Web-based business of their own. Through the company's Business Compensation Plan, individuals are rewarded for product sales resulting from their business-building efforts.

### Application

Unified Communications

### Key Business Challenge

The key challenge facing this organization was field communication — both to other independent business owners as well as from the corporate office.

As the sales force is highly distributed, training, motivation, information sharing and real-time communications was a struggle. The company needed a better way for the field to communicate with each other, as well as with the corporate office. Company revenues were lagging and a better means to equip the field with information was essential in bolstering sales campaigns.

### Parus Solution

Parus incorporated powerful voice messaging features, group collaboration and real-time communication tools into a unified communications service used by tens of thousands field force agents.

Voice messaging allows corporate and field management to broadcast voice messages to IBOs in the field. The solution enabled the field to effectively access key and timely information regarding promotions, sales information and training.

This speech-enabled solution allowed IBOs to conduct business on the fly and have access to real-time information through speech commands. Group collaboration tools were designed to help the field conduct on-the-fly audio conference calls and Web conferencing. These are essential tools for the field in training and launching new promotions.

The solution also provided an auto attendant that interfaces with callers prior to routing to their desired destination. The solution included reporting and management tools, thus allowing management to be more responsive to the needs of the field.

### Reason for Choosing Parus

The company selected Parus for its ability to provide a truly multi-modal speech-enabled communication solution to a global field force. Parus' ability to customize and tailor the overall solution to meet their specific challenges was the key factor in making their choice. The flexibility of the Parus technology allowed for a customized solution that was cost-effective and timely to market for this customer.