

# EDEN SPRINGS ENHANCES COLLABORATION THROUGH UNIFIED COMMUNICATIONS

Eden Springs is Europe's leading provider of drinking water solutions for the workplace, offering a broad range of bottle-fed water coolers, plumbed-in water coolers, PET bottles and Office Coffee Services.

## THE CHALLENGE

After achieving strong organic growth in 2012, and as part of its long-term strategy to dominate the workplace drinks market through its water and coffee offering, Eden's focus was to unlock the customer service potential within its 2300 employees working across Europe. Using new technology, Eden realised it had a huge opportunity to improve communications among its team members across borders who conduct regular conference calls, customer service initiatives and internal customer updates. At the same time, the business wanted to elevate service levels to customers, including optimal call quality during service calls.

## THE SOLUTION

Realizing the need to best leverage technology to operate more efficiently and better serve its customer base, Eden Springs accepted an offer from Microsoft® to participate in the Technology Adoption Program (TAP). TAP is an early beta program for selected Microsoft® partners and customers. The program enables partners and customers, like Eden Springs, to receive access to new Microsoft Software, news about new features and the development status of relevant products.

Specifically, Eden Springs was selected by Microsoft® to participate in TAP around the Microsoft® Lync™, the single, unified communications platform that integrates seamlessly with Microsoft Office and other existing tools and systems.

Lync enables users to connect and collaborate in new ways, anytime and anywhere. In addition Lync™ can enhance or replace existing legacy IP PBX systems. This

## COMPANY

Customer:	Eden Springs
Website:	www.edensprings.com
Country:	15 countries (2300 employees)
Industry:	Professional Services

## PROFILE

Eden Springs Europe launched its first water cooler operations in Poland in 1997 before entering the Swiss market in 1999, which became the base for the company's European headquarters. In less than eight years Eden Springs became the leading brand for water coolers, with the widest geographical coverage in Europe's water cooler industry. With a network of 134 branches and 27 water sources across 15 countries, Eden Springs bottles and distributes more than 430 million liters of water annually and services more than 650000 clients.

## BUSINESS CHALLENGE

Eden Springs needed to leverage technology to enhance communications among its far-flung team members who hold regular conference calls and virtual meetings. At the same time, the company needed to elevate service levels to customers - including optimal call quality during service calls.

## PHONE SYSTEM

Microsoft® Lync™

## JABRA SOLUTION

Products: Jabra BIZ™ 2400 and Jabra PRO™ 930

## BUSINESS BENEFITS

- Improved inter-office communications
- Enhanced customer service levels
- Better productivity
- Increased mobility



**“Call quality and maximizing business efficiencies plays a key role in enhancing customer communications and overall service levels.”**

Raanan Zilberman, CEO, Eden Springs

can lead to improved productivity, increased mobility, and faster responses for customers, partners, and employees. Other benefits include smoother deployment, easier management, and lower cost of ownership. In fact, according to one analyst study, Lync™ can yield more than 300 percent return on investment over a three-year period.

#### **ENHANCED COMMUNICATIONS ACROSS BORDERS**

As part of Eden Springs’ participation in TAP, the company was able to test Lync™ optimized audio USB endpoints. Although the company did not use headsets before the Microsoft relationship, they opted to test Jabra headsets across the organization as a way to improve communications between customers and other employees. Eden Springs also selected Jabra because of the wide selection of Lync™ optimized devices Jabra has to offer.

Raanan Zilberman, CEO at Eden Springs, comments: “Being a global organisation presents us with a unique set of communications challenges across borders with many customer locations. We’re always open to new, better ways of engaging with our customers, and working with Microsoft on this project made a great deal of sense to us. While we connect with around 600000 customers across Europe every month regarding our water solutions, the figure for our coffee customers is currently at 80000 and rising. Clearly for us, call quality and maximizing business efficiencies plays a key role in enhancing customer communications and overall service levels.”

“We accepted the TAP offer from Microsoft® as we were confident of the business benefits this association would bring. This has already resulted in improved inter-office communications and enhanced customer service levels.” Raanan said.

As a Microsoft® Gold Communications Partner, Jabra’s devices are optimized for Lync™ and tested by Microsoft® to ensure the devices integrate smoothly with Microsoft®

Lync™ users. Through TAP, Eden Springs tested various Jabra solutions, including the Jabra PRO™ 930 DECT Wireless headset and Jabra BIZ™ 2400 corded headset. Both offerings feature “plug-and-play” installation and, moreover, offer a wide range of noise cancelling technologies to block out unwanted noise.

Eden Springs is currently using the Jabra solutions throughout the organization – allowing users to select the model that works best for their respective work environments. “Because the devices were so well received by Eden Springs’ employees, the company has selected Jabra as its default headsets” said Lior Gal, head of Global Infrastructure at Eden Springs.

#### **MORE INFORMATION**

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