

Sotheby's Case Study



The image shows the exterior of a Sotheby's auction house. A prominent blue awning with the Sotheby's logo and 'EST. 1744' is centered over the entrance. The building features large arched windows and a classical architectural style. A window on the left displays an art exhibition titled 'IMPRESSIONIST MODERN' with a painting of figures. A window on the right shows jewelry. A small sign on the left pillar of the entrance reads 'Sotheby's' and 'EST. 1744'.

Sotheby's
EST. 1744

Customer Overview

Sotheby's EST. 1744

Sotheby's is one of the world's largest brokers of fine and decorative art, jewellery, real estate, and collectibles and was founded in London in 1744. It is the world's largest art business with global sales in 2011 totalling \$5.8 billion. Sotheby's is headquartered in New York with 90 locations in 40 countries. The company has over 1009 employees worldwide.

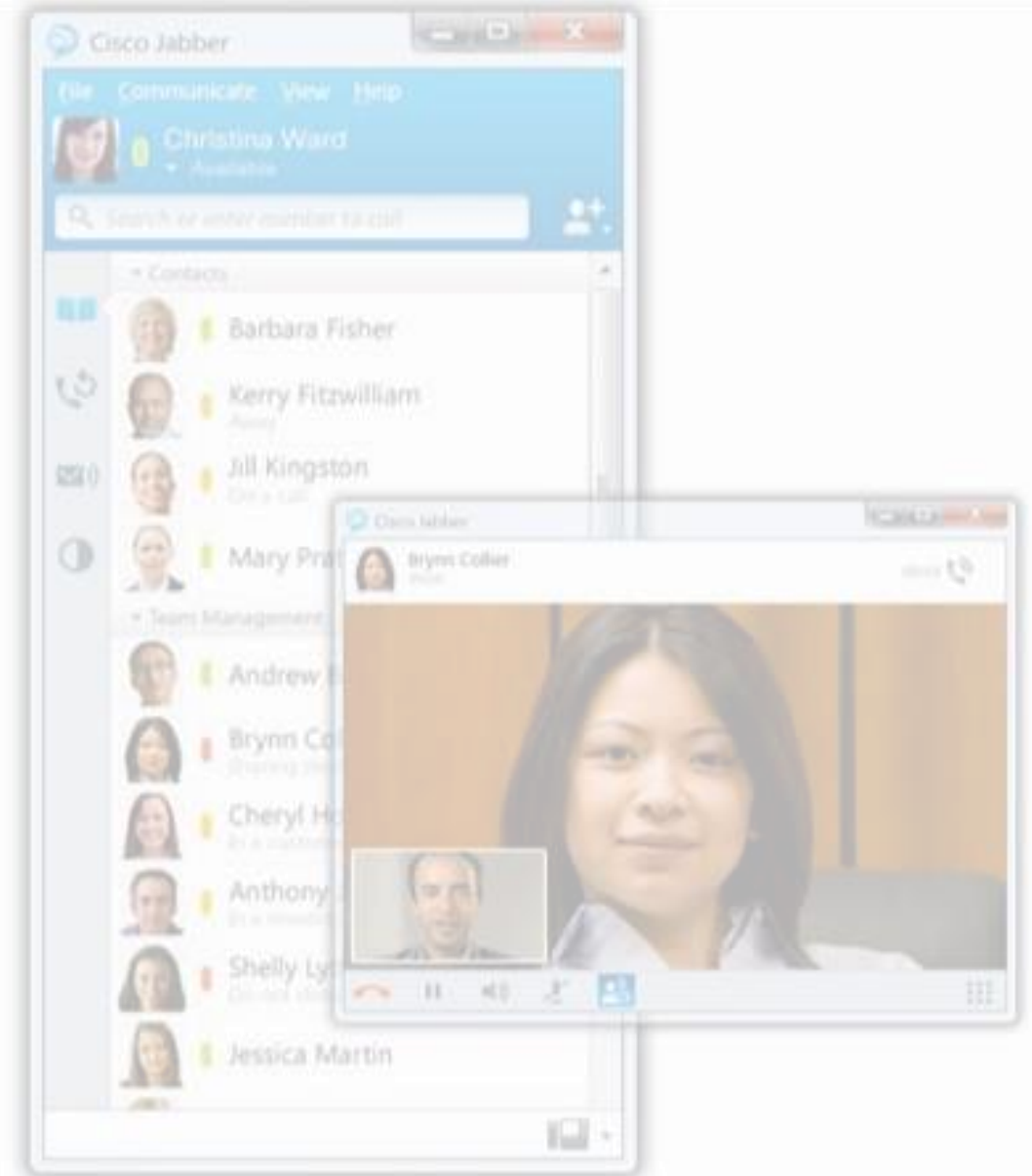
The Challenge

Sotheby's technology partner Telstra Global assisted them by finding improved ways of working which included the roll out of a Jabber solution within the London and New York offices.

Sotheby's staff had not used a soft phone before and its introduction was to enable new work practices to improve internal and external communication.

The Solution

Telstra Global recognised that the new technology may be a challenge to the staff in an organisation that, in some respects, is very traditional. Telstra called upon Taleka to provide an end user adoption program for Sotheby's staff to help them fully understand the benefits that Jabber would bring.



The Adoption Program

Taleka drove adoption of the Cisco Jabber platforms and video devices at Sotheby's by motivating and training staff on how to use the tool for business-specific use cases. The ultimate goal was to help Sotheby's to improve the collaboration experience for all employees, and potentially its customers, by increasing utilisation of the Jabber technology and aligning the use of this technology to its broader organisational vision.

Taleka worked with the Sotheby's project team to distinguish the main persona groups at Sotheby's for Jabber. After surveying employees to find out more about their current collaboration practices, pain points, Taleka held focus groups with representatives of each group to expand on the survey results and start to map out some use cases for the technology specific to each persona.

From these focus groups, Taleka identified several specific use cases for the Jabber tools based on these users' workflows and needs, and determined the most appropriate methods to evaluate the progress of the users in achieving these use cases.

Taleka then designed awareness-raising communication materials and delivered in-person training to the pilot groups, as well as supplying quick-reference guides and a User Journey video.

The Use Cases

1

Remote Working

Sotheby's has identified the need for some staff to have the ability to work from home, both internally and at recruitment level. Until now this has not been encouraged by the organisation. Taleka identified that by adopting Jabber Sotheby's would make remote working possible, allow employees to work from home regularly or from time to time, increase employee retention and offer more attractive working conditions, decrease cost of expensive premises, and provided the ability to work from anywhere

2

Remote Expert (Finding colleagues quickly and easily for assistance)

Staff at Sotheby's struggled to know who to contact in a department, how to find their number and an alternate number. A lot of time was being wasted calling Facilities or Assistants in order to reach the desired contact. Taleka identified that Cisco Jabber provides users with a global Sotheby's directory, allowing them to quickly search for a contact or a number; they can also create groups and import contacts to customise their Jabber client

The Outcome

These use cases were built into an adoption best practice program including training and marketing into the Sotheby's teams in New York and London. The outcomes of this adoption program were measured to ensure that they exceeded the improvements agreed when defining the KPIs.

Sotheby's have now extended the internal marketing & training to other global sites and are maximising the return on their investment in Cisco technology.