



CUSTOMER SUCCESS STORY

The Gas Natural Group Chooses Theseus for its Video Communication

The Gas Natural Group is an energy services multinational focusing its activity on the supply, distribution and commercialisation of natural gas in Spain, Latin America and Italy, where it has over 9 million customers. The growth of the Group outside Spain, especially in Latin America where almost half its customers are located, means that good communication between the different branches of the organisation is essential. For this reason video communication is the solution that the company has chosen to render distance communication easy, professional and interactive.

Last year Gas Natural created a videoconferencing network, which connects all sectors of the organisation by videophone. As a result, colleagues around the world are able to talk face-to-face about specific problems, or to discuss day-to-day transactions regardless of the considerable distances that separate them.

The decision to use Aethra video communication technology was taken for several reasons. The Aethra videophone Theseus meets all the company's requirements perfectly: compact, easy to install and use, the system can be moved with ease between offices making the system accessible to a wide number of employees. Furthermore, the reduced dimensions, colour screen, IP/ISDN connectivity, friendly graphic user interface and price/quality ratio are all features praised by users of the system at Gas Natural.

With international offices in Argentina, Colombia, Brazil, Mexico, Italy and Puerto Rico, the Group needs to bring its collaborators closer together, and thanks to Aethra high-quality audio and video communications it is able to do exactly that. According to Gas Natural, videoconferencing has proved effective in a number of ways, from cost reduction to improved staff communication skills. Important issues can be discussed and decisions taken rapidly, but not hastily due to a significant reduction in travelling and downtime. Communicating via videoconference has also promoted better methods of collaboration between colleagues, thereby improving the effectiveness of inter-staff communication skills.

One particular feature, which has proved highly beneficial for Gas Natural, is the possibility to connect over both ISDN and IP networks. This enables the company to cut communication costs, due to low cost IP call rates while at the same time providing maximum connectivity to cover all eventualities.

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