

## Making a Great First Impression

### *ALICE Receptionist Stars at Entertainment Company*

Rovi Corporation, headquartered in Santa Clara, CA, is a leading B2B (business to business) digital entertainment company that helps provide electronic entertainment companies with program guides, metadata on entertainment content, audience analytics and advanced advertising solutions.



**Hobie Sheeder**  
**Vice President, Real Estate**  
**and Workplace Services**

Hobie Sheeder, Vice President Real Estate and Workplace Services, who joined the organization in 2013, says, “We wanted to create lobby areas with a sophisticated, high-tech and innovative look and feel.

Rovi introduced a new workplace model in 2014. Part of the model was to

create lobby areas called “Discovery Rooms”, which are secured vestibules that demonstrate various Rovi products and services, such as program guides, analytics, search and recommendation tools, and patents. Rovi wanted to give employees and visitors an experience that they call “Watch, Listen, and Play.”

Says Hobie, “The concept was to have visitors come in and ‘discover’ what Rovi was all about. We also wanted our employees to experience Rovi in the same way with every office. To maximize the efficiency of the Discovery Room I started looking for a virtual receptionist product.”

Rovi first became aware of *ALICE Receptionist* (WinTech, LLC, Las Vegas, NV) through a consultant that was helping to monitor and manage the content that streamed into the Discovery Room. Hobie says, “Our goal was to find a solution that was cutting-edge, and we felt that *ALICE* was the right product.

“We did our due diligence with WinTech and had a lot of demonstrations. Whenever we saw *ALICE* in action, the team was very impressed and we agreed that it was a great solution.”

In November, 2014 Rovi implemented *ALICE Receptionist* in their Wayne, PA (greater Philadelphia) Discovery Room. Soon thereafter Rovi installed *ALICE* in their Burbank and Boston offices. They will soon install *ALICE* in new Discovery Rooms at their Plano, Texas and Ann Arbor, Michigan facilities.

In Philadelphia and Plano *ALICE* interfaces with Microsoft Lync - now called Skype for Business - which allows *ALICE* to communicate directly with employees through the Lync client on their PC.

In Burbank and Boston, where Lync is not yet installed, the *ALICE* system communicates with Rovi’s Avaya VoIP phone system through *ALICE*’s Cloud SIP Server.





# Success Story

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No matter which communication method is used, from a user perspective it looks exactly the same whether they walk into the Rovi facility in Philadelphia, Boston, Burbank or Plano.

When a visitor enters the Discovery Room a motion sensor triggers *ALICE* to display a welcoming person offering four options: Shipping, Deliveries, Office Management, and Office Directory. If a visitor is there to see an employee, they touch "Office Directory" and scroll through names to find that employee. They simply touch the name desired and *ALICE* calls that person. While they wait they can experience the different components of the Discovery Room.

Hobie states, "Both visitors and employees think that *ALICE* is helpful and welcoming.

Hobie has high praise for the WinTech people, "I like the team that we work with. They are very responsive and proactive. We've got multiple build / remodel projects happening at Rovi so it's good to have them managing us and keeping us on track.

"They know the product really well. They're very good at helping us troubleshoot whenever we come up against hurdles. When we started rolling out the *ALICE* product in Burbank and in Boston, two offices that do not have Lync, they came to the table with our IT, telecom and facilities teams



and made *ALICE* work with our Avaya VoIP system.

Hobie concludes, "There are two big reasons why I am satisfied with *ALICE*. First, WinTech itself is a great team. They care and they want things to be done right and they want the customer to be happy. The second reason is the flow when you are actually using *ALICE*. It's very easy. You don't have to stand there and try and figure out what you're supposed to do. It's very user-friendly and makes us look great."