A Sound Look Gains a Dynamic Work Experience with Circuit

A mature company in the tech sector, A Sound Look benefits from a people-first technology to drive innovation and success.

It was no surprise that A Sound Look, a 20-year-old global firm with roots in the audio-visual realm, now offering out-of-the-box solutions for network systems, would have high expectations for its workplace technology.

With virtual team members distributed throughout the United States, Australia and the Philippines, A Sound Look required a communication and collaboration solution that was easy-to-use, would help them make faster decisions, and build cohesiveness amongst team members no matter the place, or time zone. The company chose Circuit for its robust functionality and ability to support a diverse range of employees and clientele spanning the SMB to markets in the Baltic nations, Philippines, Australia, New Zealand, and the United States.

"If you flip through the apps on my phone, you'll see that I've tried them all – and none of them offer what Circuit does in terms of ease of use, efficiency, and scalability," said Leonard Pascual, president and chief executive officer of A Sound Look.

Built based upon years of intensive study about how people work, Circuit brings real-time insights to any conversation stream across voice, text, video, screen sharing and document sharing. By contextually aligning communication with business processes, it enables more efficient and informed workflow, optimizing people's ability to leverage conversations into actionable knowledge.

In doing so, Circuit eliminates many of the problems associated with #emailfail. For example, it is estimated that it takes approximately 61 emails* for people to make one decision at work. With Circuit, all of these steps are eliminated and consolidated into a single stream, where team members have real-time visibility into conversations and information.

> "If you flip through the apps on my phone, you'll see that I've tried them all – and none of them offer what Circuit does in terms of ease of use, efficiency, and scalability."
>
> Leonard Pascual,
> President and Chief Executive Officer at A Sound Look.

---

*Source: "Business Practices that Refuse to Die #44": https://www.youtube.com/watch?v=QIqA_YKeboc

Circuit's integrated capabilities such as Box.com Connector, Universal Telephony Connector, Microsoft Exchange Contact Connector, Guest access, Meeting Recording, and Circuit Labs, support A Sound Look's technical expertise and strong customer service with the solid DNA of the communications software.

"Circuit makes it easy for me to instantly reach out and collaborate with my teams around the world. Now, they can streamline their workflow and accumulate all their data and conversations in one central Circuit conversation, so we're all on the same page," said Pascual. "Across the board, usage of email has significantly decreased. Circuit has enabled us to take our productivity to the next level."

"With Circuit, I can feasibly rely only on my iPad when I travel for business and go from using five separate apps to, essentially, one. Circuit enables me to communicate face to face with anyone on my team in a matter of seconds, and its contextualized search function allows the team to quickly access relevant information and get looped into conversations. That 'dead time,' often attributed to digging through email, is now focused on our productive ideation, technical development, and decision-making."

Unify's legacy of developing tailored solutions for its clients resulted in a close partnership with A Sound Look. Together they identified goals for Pascual's company and collaborated on recommendations based on the latest offerings.

About Unify

Unify is one of the world's leading communications software and services firms, providing integrated communications solutions for approximately 75 percent of the Fortune Global 500. Our solutions unify multiple networks, devices and applications into one easy-to-use platform that allows teams to engage in rich and meaningful conversations. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, and enhances business performance. Unify has a strong heritage of product reliability, innovation, open standards and security.

Unify.com

UNIFY Harmonize your enterprise