

SAMSUNG

Success Story



Affordable, Networked Samsung OfficeServ™ Solution is the Perfect Telecommunications Package for Moving Company

QUOTE

“In today’s competitive business environment, advanced, cost-effective communications solutions are a necessity.

With the Samsung OfficeServ™ networked solution, we were able to improve our connectivity, achieve greater staffing flexibility and cut our monthly costs.”

*John Phillips
President, Premier
Transfer & Storage, Inc.*

ABOUT

Premier Transfer & Storage, Inc. is one of the most respected firms in the industry offering quality services to residential and commercial clients throughout the United States and internationally. Locally owned and operated for more than 50 years, its trained professional staff can provide assistance in every aspect of a move—from packing belongings to setting up furniture at final destinations.

BUSINESS CHALLENGE

Growing Virginia-based moving business Premier Transfer & Storage, Inc. recently added an office in Richmond to complement its Christiansburg and Salem sites. When it was determined that upgrading the existing telecommunications system and servicing all three sites would be cost-prohibitive, Premier turned to authorized Samsung dealer NTouchTel.com for an alternative solution. Objectives for the new system included the following:

- Handle high call volumes during peak times without each location requiring dedicated customer service staff and dispatchers
- Allow for cost-efficient communication between all three sites
- Reach warehouse, sales or other personnel that move throughout the facilities and between offices instantly and seamlessly
- Economize on system training for incoming seasonal staff
- Enhance call tracking, monitoring and management capabilities.

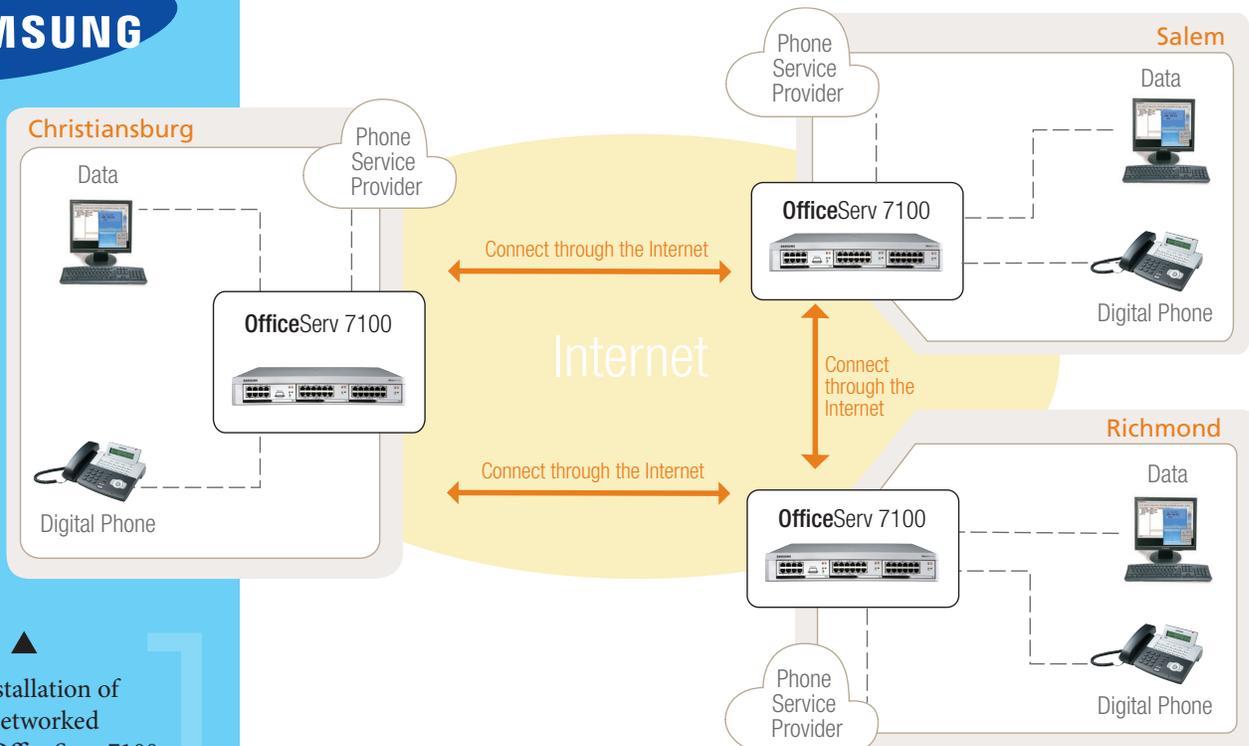
SOLUTION

NTouchTel.com co-founder David Nuckols and his team of technicians recommended the installation of a Samsung OfficeServ™ 7100 system at each location, which enabled seamless networking within all three sites. This allowed Premier to cost-effectively centralize its processes and address a multitude of needs. Features included:

- Advanced networking software (SPNet) integrated the OfficeServ platforms and enabled Premier to centralize customer service, billing and dispatch at its Christiansburg office
- Wireless IP phones were installed to mobilize staff
- Samsung’s OfficeServ Connect function was added to seamlessly transfer dispatch and other calls to staff cell phones
- OfficeServ Call was installed to provide PC-based contact tracking and scheduling, on-screen dialing from Microsoft Outlook® contacts, and digital telephone programming
- Online training was offered to cost-effectively get new staff up-and-running quickly
- Call Recording allows capture of important financial authorizations as well as sales staff and customer discussions
- Call Monitoring features permit managers to oversee all calls
- An Email Gateway provides office staff with fax-to-email capability for receiving sensitive documents.



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The installation of the networked Samsung OfficeServ 7100 platforms has enhanced overall productivity and translated to monthly staffing and operational savings.

RESULTS

Installation of the networked Samsung OfficeServ platforms in each location has provided Premier cost-effective connectivity from an all-in-one converged technology. Premier was able to add an entirely new advanced, networked OfficeServ system for less than what it would have cost to upgrade its original system and add phones to the new Richmond location. Additionally, the move to the OfficeServ system enhanced overall productivity and translated to monthly staffing/operational savings of more than \$2,000 for Premier. The following benefits have been realized since the inception of the new telephone system.

- **Optimized operations**—duplicate positions were eliminated because of the centralized customer service, billing and dispatch system; carrier costs were reduced with the elimination of Premier's point-to-point T1 connection; and call management was enhanced with OfficeServ Call
- **Greater staff accessibility**—due to the wireless phones and OfficeServ Connect application
- **Business continuity**—intended parties now get calls faster and if a carrier service outage occurs at one location, calls can be forwarded to the central dispatch and seamlessly routed back to the location with the outage via VoIP
- **Simplified and more cost-efficient training**—new or seasonal staff can access online tutorials, eliminating the need for costly live training from service technicians
- **Improved oversight**—sales managers are able to monitor the calls of new staff and take over if the sales person needs help
- **Enhanced security**—Call Record allows for retention of verbal authorizations and credit card charges while the Email Gateway keeps sensitive documents private

FUTURE BENEFITS

“When Premier is ready to grow again, the infrastructure is in place,” said David Nuckols, Co-founder, NTouchTel.com. “This Samsung OfficeServ system is flexible and versatile enough to accommodate Premier's evolving needs.”