

SAMSUNG



QUOTE

“The networked Samsung **OfficeServ** system not only improved the communications features available to our staff and guests; it also significantly reduced our monthly phone carrier costs. It has truly turned this historical landmark into a modern operating business.”

*-Beth Sharpe,
Executive Secretary*

ABOUT

The Robert E. Lee Memorial Association, a non-profit organization first incorporated in New York, purchased the Stratford Hall property in 1929. Stratford Hall occupies 1,900 acres along the Potomac River and is visited daily as a historic site offering museum exhibits, a public dining room, gift shop, research library, beach, nature trails, restored gardens, and a working gristmill. Stratford Hall also offers private residences for visitors desiring an extended visit.

Historical Landmark Modernizes to a Samsung Communications System to Reduce Operating Costs and Improve Functionality

BUSINESS CHALLENGE

Stratford Hall is the historical home of the Lees, the only brothers to sign the Declaration of Independence, and the birthplace of Robert E. Lee. As a privately-owned national historical landmark, Stratford Hall welcomes both day time visitors and has lodging for those wishing to extend their stay. In total, the 1,900 acre campus has nine visitor buildings, two guest houses, four meeting facilities, and numerous residential cabins. In the past, each building had its own disparate phone system, making it difficult to communicate across campus to colleagues and guests, and costly for the foundation as every call required an outside line. To remediate costs and access better communications functionality, Stratford Hall decided to undergo a technology upgrade. Stratford Hall needed a solution that would:

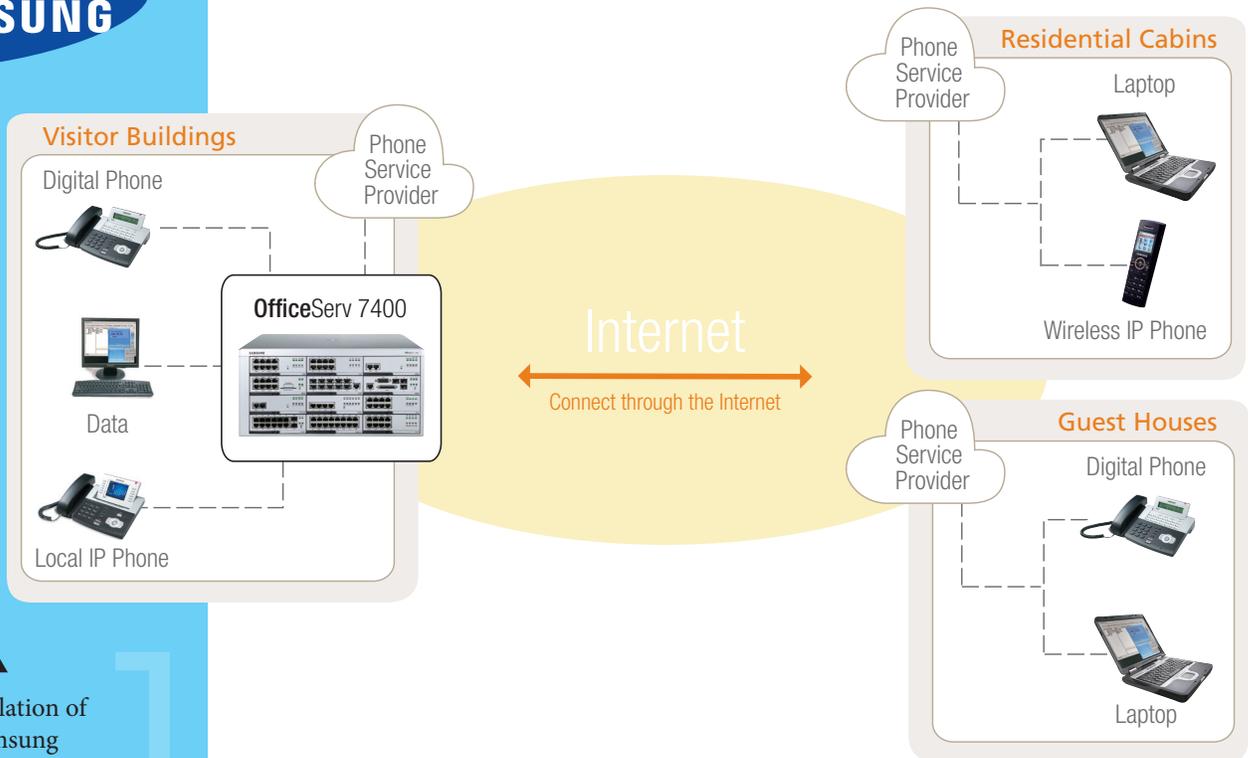
- Create a unified, seamless communications network for the entire campus
- Offer a cost savings to the traditional dial-tone lines being used
- Provide greater accessibility to staff that moves between buildings
- Enhance communications features to overnight visitors

THE SOLUTION

Stratford Hall turned to Samsung Business Communication Systems (BCS) dealer David Nuckols of NTouchTel.com for help. Nuckols recommended the installation of Samsung **OfficeServ™** 7400 system with approximately 40 digital phones for staff, and 40 room phones for use among the five visitor buildings and residential cabins. This allowed Stratford Hall to network all sites and address the following needs.

- Using Samsung's proprietary SPNet, all locations are networked within the **OfficeServ** platform, allowing staff to dial a four-digit extension to reach any phone on campus, as well as answer calls and check voice mail messages from anywhere.
- Residential cabins were equipped with wireless IP phones to take advantage of the existing wireless infrastructure, and forego the cost of laying down a voice network.
- PRI lines were utilized to provide cost savings by eliminating pricey inbound/outbound voice lines and offers eligibility for better rates for local/long distance service.
- The system's Auto Attendant feature helps alleviate the burden of answering incoming calls, and gives extended stay guests an immediate source of information on local dining and attractions. For added convenience, DID numbers allow callers to reach their intended party directly without operator assistance.
- Samsung **OfficeServ** Communicator allows for one-touch dialing right from Microsoft Outlook for the main office staff.

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The installation of the Samsung OfficeServ 7400 system has enabled seamless networking, improving staff efficiency and communication.

- **OfficeServ Connect** makes it easy to reach frequently moving staff, such as tour guides and maintenance staff, who do not have assigned desk/office space.

RESULTS

Installation of the networked **OfficeServ** systems has allowed Stratford Hall to significantly reduce charges associated with their communications system, and has greatly enhanced services for extended stay guests. Among the benefits it has realized with the new system are the following:

- **Cost Savings:** Stratford Hall is able to save approximately \$640 per month due to the installed PRI lines.
- **Increased Guest Satisfaction:** Extended stay visitors benefit from a fully-featured phone in their room, offering a direct phone number for friends and family, voicemail, and easy access to staff.
- **Improved Communications Functionality:** The system's Auto Attendant feature reduces time spent answering incoming calls and commonly asked questions, while making and receiving calls is easier than ever.
- **Greater Mobility:** On-the-go staff can always be accessible.

FUTURE BENEFITS

Stratford Hall is just beginning to explore the benefits of a converged voice and data network for their daily business operations. Beyond one-touch dialing, Stratford Hall is considering using additional Samsung CTI (Computer Telephony Integration) applications such as Call Record and **OfficeServ** DataView to improve customer service.

