



CUSTOMER TESTIMONIAL:

Advantages of a Multi-Location Organization
on sipVine's Hosted VoIP Solution



Case Study: Advantages of a Multi-Location Organization on sipVine's Hosted VoIP Solution

Total Filtration Services Generates Savings and Increases Functionality with sipVine

Total Filtration Services, a recognized leader in filtration management and services, became familiar with sipVine when one of their branches in Kansas City, Missouri converted to sipVine's hosted VoIP solution in 2011. Over the course of the next two years, their two large corporate offices and twenty-two additional branches converted over to sipVine. The project was significant, but good planning and execution between TFS's IT department and sipVine's sales, porting, and technical departments delivered the project on time and without complication.

Savings

Dennis Haun, the Chief Financial Officer of TFS, estimates that they were able to generate annual savings in the range of \$175,000 to \$275,000 on the phone service costs through centralizing all of their activity with sipVine, leading to a very significant return on investment. This afforded them the opportunity to upgrade internet bandwidth at several locations.

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Mark Greim  
sipVine VP of Marketing & Sales

"One area of hidden savings for us surrounded the number of 'legacy' lines we had with other carriers," Dennis stated. "Over the years, when we moved, acquired, and/or closed locations, we kept the main numbers of those locations and forwarded to another local branch. sipVine ported these numbers over and didn't charge us any additional monthly service to hold the numbers." Mark Greim, Vice President of Sales & Marketing with sipVine, added, "This is a great example of how we work to be fair in our pricing approach with our customers. Given the number of TFS users on our system, we were able to provide these low-use tele-branch numbers at no charge, and generated a bit more ROI for TFS!"

Dennis Haun also compiled some feedback from various members of the branch and headquarters staff relative to the phones and services provided by sipVine.

### Phones and Functionality Improvements

"Some locations were absolutely thrilled with the phones because they didn't previously have many features with their old phone system," Dennis added. This is a common theme of many sipVine customers who are switching from old analog phones. They are basically receiving the features and functionality of an enterprise level phone system at a very low up-front cost.

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Dennis Haun
Total Filtration Services CFO

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Dennis added a couple of more insights: "Everyone loves the Voicemail to Email feature. Additionally, several people across the organization now occasionally take their phone home, thus truly working from home as they are able to take and receive calls as if they were in the office." One of the great advantages of a hosted service is that the walls of the office no longer contain the phone system. You can mobilize a remote work force or create some flexibility for associates who may work from home or off-site occasionally. Another option in this area is to create a duplicate phone on a lap top or smart phone application that will effectively act as the desk phone at work. Calls can be placed or received to these applications as if you were in the office utilizing an inherently mobile and flexible application.

### **Specific Advantages to a Multi-Office Deployment**

"Extension dialing across all locations is pretty cool." Dennis expanded: "The ability to transfer or conference callers with headquarters or another branch is nice. For example, if a vendor calls a local branch to check to see if an invoice was being processed, they could be immediately transferred to the person responsible rather than suggesting they call the local number at the headquarters location."

"They also like to see if others are on phone. Certainly, within branches is nice, but the ability to see if someone they frequently call in another branch or at the headquarters is on the phone is very cool." sipVine deployed Cisco SPA508 phones for the majority of associates with TFS. This provided a few lines for their direct dial/extension and main line appearances, leaving at least four lines open for busy lamp field (BLF) programming. These buttons act as speed dials or speed transfer buttons, but also provide an indicator if that person is on the phone. sipVine custom programmed all of the phones for every associate with TFS. Some simply had their branch peers programmed, but others had associates at headquarters and other locations depending upon their roll. sipVine believes strongly that custom build solutions drive applicability and improves operating efficiency.

TFS also frequently forwards branch numbers to another branch. Previously, they had to get into the phone switch or call the phone company to perform such a task. Now, they simply call 7HELP from their sipVine phones and are put right into the sipVine technical support department. We are able to schedule when the forwarding starts and when it stops, all with one call to the team. Dennis states, "This was particularly important this past winter, when many branches were impacted by the extreme weather. In previous years, calls would simply go to voicemail. Now, calls are forwarded to another branch who can seamlessly handle the customer's needs."

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Finally, Dennis commented on our conference platform. "The conference platform works very well for our 'all hands' or branch manager meetings. Attendees simply dial an extension at the designated time, and they are all in a conference! This platform has also been a large money saver and has helped with internal efficiencies for such activities."

## Working with sipVine

A big differentiator between sipVine and traditional phone services or even some of the larger VoIP providers is in our support structure. Colin Wells, sipVine's CTO states, "We spare no expense when staffing and training our technical support organization. Even executives are pulled in on large call volume days, as it is extremely important that we deliver exceptional service. Our goal is that everyone providing support actually 'knows' the customer calling." We asked Dennis if sipVine has effectively acted as TFS's phone department. "The short answer is 'yes', although I wish you'd take over our cell phones too! sipVine is a very 'low maintenance' company to work with, a standard we also strive to meet with our customers. I wish other vendors were as easy to work with as sipVine."

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Colin Wells
sipVine Chief Technology Officer

"One area where this has been huge is when we have branch moves. From a phone perspective, the activity is almost 'invisible'. We just need to secure the internet in a new location and plug the phones into the new network. While we are in the process of moving, we have the phones forwarded to another branch." This essentially removes all worries about timing number moves with the physical move. Most importantly, the numbers were never out of service while a move is in progress. Hosted phone service really makes moves easy, and sipVine associates are here to help consult with our customers on the process that will work best for them!

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"Call quality issues with sipVine are very rare. When they do occur, it is usually symptomatic of an issue with the local network. Granted, one doesn't like to have call quality problems, but when they help identify a network problem, it isn't necessarily a bad thing." sipVine is very focused on Quality of Service, and takes a unique approach when handling VoIP packet prioritization. Additionally, we help many customers identify circuit or network problems that may be the cause behind an isolated call quality issue.

## Conclusions

sipVine's platform and approach to service is perfect for businesses with a multiple branch set up. Total Filtration benefitted from the custom build by sipVine, not only saving them a great amount of money, but helping improve the way they communicate internally and externally. Other sipVine customers in this category experience similar benefits, but their application may look different because of their unique call flow or other requirements. THAT's what you get with sipVine!