



## TalkSwitch software keeps Accessory Genie on top

Accessory Genie delivers high-quality electronic accessories to customers across the United States and around the world. Since 2002, they have provided customers with wholesale prices on over 1,700 products.

But when it came to handling all of the incoming calls from prospective customers, IT Manager Michael Breines of Accessory Genie knew he needed a phone system that could maintain that level of customer service. He knew Accessory Genie also needed a phone that could provide detailed reports on how many people were calling, how long they were spending on hold, and who was handling their inquiries.

### Challenge

"The way things were going, we knew we needed a quality and expandable phone system that could take care of our worries," Breines says. "We weren't even using a phone system. Just some old Panasonic handsets that lacked a lot of capabilities needed for this business to function effectively. The business was smaller a few years ago, so it wasn't a concern. But as the business grew and expanded, those Panasonics weren't going to cut it anymore."

So Breines decided to look into some new phone systems.

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"I came across TalkSwitch through a Google search," he says. "I was looking for a PBX phone system that wasn't scary to use. We're a relatively small business, so I knew a scaled-down version of a Nortel or Panasonic system wasn't going to do us any good. To me, a scaled-down system meant scaled-down features. But when I found TalkSwitch, I knew I would get a system designed for businesses just like ours. It offered a bunch of features and software applications that put all of my worries to bed."

### Solution

Breines decided on a TalkSwitch 480vs, 484vs and 488vs. The three systems offered enough capacity for Accessory Genie's 20 employees to handle the incoming calls and to maintain the high level of service their customers had come to expect. Their TalkSwitch system also gave them the multiple auto attendants they needed to handle their incoming lines. They have customized their messages and announcements to give their callers a variety of options and information.

"Being able to set up multiple auto attendants and program our own messages and announcements has made a tremendous impact on our company," Breines says. "The auto attendants give callers more options and allow them to access the right people faster. It's just another way we put our customers first, and without TalkSwitch, we wouldn't have been able to do it."

It's not just the auto attendants that are making Breines a satisfied IT Manager; it's the full list of features that TalkSwitch offers like remote extensions, built-in voicemail and expandability. When combined with intuitive software packages like Attendant Console and Call Reporting, Accessory Genie has the ability to control every aspect of their phone system.

TalkSwitch Attendant Console gives you the power to see and control your calls right on your computer screen. Its smooth interface was designed to replace the standard old telephone hardware consoles that receptionists have been using for years. Accessory Genie was able to easily integrate Attendant Console with their staff and push it to the limit while managing every call with the click of a mouse.

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“TalkSwitch Attendant Console has given us the ability to control all of our calls without even picking up the phone,” Breines says. “The most insightful feature is the fact that we can see who is on the line, who is waiting in the queue, who is at their desk and who is not. It’s foolproof. It’s such a smart and easy program to use and makes everything comfortable and familiar for not only our customer service representatives, but our entire organization.”

On top of using Attendant Console to handle just about every incoming call, Accessory Genie uses Call Reporting — the other popular TalkSwitch software application.

TalkSwitch Call Reporting gives Accessory Genie powerful, detailed and effective reports that deliver information about their call activity. With Call Reporting, Accessory Genie is always in touch with what’s happening on their phone lines.

“We use TalkSwitch Call Reporting for many reasons,” says Breines. “For example, we can check the performance of our auto attendants and see a detailed list of how many questions or inquiries were answered by the auto attendant, how many questions weren’t answered and who required immediate assistance by a customer service rep.”

“We really enjoy the feedback we receive from Call Reporting. It gives us up-to-the minute statistics on how our TalkSwitch system is performing and enables us to make running changes to improve our overall structure and provide better customer service.”

“TalkSwitch has become a critical element of our customer service model,” Breines says. “With the additions of Attendant Console and Call Reporting, we’ve really been able to stretch our TalkSwitch system to the limits and we love every minute of it. We’ve received nothing but quality support and assistance from TalkSwitch every step of the way. We’re really enjoying all of our products.”

## Results

Since installing three TalkSwitch systems and the Attendant Console and Call Reporting software applications, Accessory Genie has been able to:

- Improve customer service
- Set up multiple auto attendants to seamlessly handle all incoming calls
- Control phone activity directly from their PCs with Attendant Console
- Examine detailed phone calls reports with Call Reporting
- Receive free lifetime technical support from the number one name in small business telephony

### About TalkSwitch

TalkSwitch® designs and develops award-winning phone systems for small, multi-location and franchise businesses. Since its establishment in 1990, TalkSwitch has dedicated itself to developing PBXs and IP PBXs that tens of thousands of small businesses across North America rely on. With a growing global network of resellers, distributors and partners, TalkSwitch phones and phone systems are changing the way small businesses communicate. For more information, please visit our website at [www.talkswitch.com](http://www.talkswitch.com), or call us toll free in the United States and Canada at 1.888.332.9322. In all other markets call +1.613.725.2980.

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