



TalkSwitch answers the call for CallMiner

The challenge

Seemingly ordinary telephone calls carry a much deeper meaning to the experts at CallMiner. As the leading provider of speech analytics solutions delivering customer intelligence from call center recordings, CallMiner provides managers and executives with insight into why customers call, what they say, and how their support agents respond. Every aspect of the conversation is captured and analyzed, providing an unprecedented level of visibility into the customer experience.

CallMiner's advanced call recording technology is the only solution on the market that gathers customer-call data and showcases the results of every customer conversation for analysis. And every day, dozens of Fortune 1000 companies rely on CallMiner's speech analytics technology to help maximize productivity and gain a competitive edge in their respective industries.

"Our phone system needed to be easy to set up and use, straightforward to configure, and simple and inexpensive to maintain."

After rapidly growing from a small group of founders to 35 full-time staff members, the management team at CallMiner knew they needed a phone system that could keep pace and deliver the same level of quality and high-impact results that they had become known for.

"We were in the market for a phone system that provided a bundle of convenient features like an auto attendant to handle all incoming calls, and an easier way to stay connected to the office when traveling," says Kim Brown, Chief Financial Officer and Co-Founder of CallMiner. "More importantly; our phone system needed to be easy to set up and use, straightforward to configure, and simple and inexpensive to maintain."

The solution

After initially considering phone systems from vendors like Altigen and Toshiba, Brown spent some time reading online product reviews trying to find an affordable phone system that would help his business get the most out of their telecommunications without paying a hefty price tag.

What he discovered was the answer to his phone system problems.

"When I found TalkSwitch, my search was over," says Brown. "I was easily able to install the system myself, and instantly eliminated any need for an expensive technician to visit the office for maintenance. I found the systems offered by Altigen and Toshiba were expensive, not easily integrated with our existing telephones, and not necessarily targeted towards a business like CallMiner."

During his online search, Brown contacted Power Systems Direct, an authorized TalkSwitch online reseller based in Georgia. "I was impressed with the quickness of delivery and level of support offered by the Power Systems team," says Brown. "It was a pleasant surprise to experience the level of customer service they offered as a wholesale online operation."

As CallMiner continued their rapid growth, their TalkSwitch system grew alongside them. In fact, the company grew so quickly that they needed to add an additional TalkSwitch unit almost immediately.

"We simply installed the equipment and the TalkSwitch units automatically detected each other. We've now got four systems networked together and they work flawlessly."

"We saw our company grow so quickly, it was tough to keep up with the number of new faces," says Brown. "Thanks to TalkSwitch, we were able to expand our phone system with very little difficulty, and with no down time. We simply installed the equipment and the TalkSwitch units automatically detected each other. We've now got four systems networked together and they work flawlessly."

Brown has been so impressed with his experience using and installing his TalkSwitch system, that he's found himself selling friends and associates on the virtues of the phone system. "I recently installed a TalkSwitch system at my wife's office," he says. "She and her colleagues enjoy how simple and effective the system is, and I enjoyed how easy it was to install."

CallMiner knows that to stay ahead in business you need to be responsive to your clients, and provide them with impeccable service. For Brown, every member of his team needs to be available, regardless of where they are. With account managers constantly on the move and meeting with clients around the country, CallMiner calls on TalkSwitch to help the team stay accessible.

"Our business changes every day and our TalkSwitch system adapts and grows with us. Simply put: TalkSwitch is a solid product."

"Our management team frequently travels both nationally and internationally to handle business matters," Brown explains. "With TalkSwitch, we get everything we were looking for in a phone system. By using the remote extension capabilities, our staff members can easily have calls automatically directed from the office to their cell or hotel phones. And our customers only need to remember one phone number. It's just another way we improve efficiency and deliver results to clients. And with voicemail to e-mail notifications, we constantly stay on top of every situation from anywhere."

"TalkSwitch has proven to be a very flexible phone system for us," says Brown. "Our business changes every day and our TalkSwitch system adapts and grows with us. We can

add new users, move extensions around, set up remote locations, deploy VoIP lines — it is all easily accomplished internally without a full-time telephone technician. Simply put: TalkSwitch is a solid product.”

The result

Since deploying its TalkSwitch, CallMiner has:

- Eliminated expensive technician costs by installing and maintaining their phone system internally
- Maximized productivity by initiating voicemail to e-mail notifications
- Amalgamated all staff members into one central telephone system
- Established remote extensions for traveling staff members
- Effectively linked separate TalkSwitch systems with seamless integration

Visit CallMiner at www.callminer.com

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, 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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