



TalkSwitch cleans up communications for Suburban Chem-Dry

The challenge

Running a busy suburban carpet and upholstery cleaning operation is serious work. With jobs stacking up the last thing you want to worry about is your ability to communicate with customers. But that was the very problem facing Atlanta-based Suburban Chem-Dry.

The franchise was using an old PBX to handle its telecommunications activities, but the equipment was breaking down. Calls were getting lost, disconnected, misdirected, and in some cases, not getting through at all. For Cindy Ann Lubbers, Residential and Commercial Accounts Manager for Suburban Chem-Dry, the problem had gone on long enough.

"The situation had become simply unacceptable, and we needed to find a solution before it started to really hurt our business," she said.

The solution

While looking into the various options on the market, franchise owner Rick Bagwell contacted the Chem-Dry franchise headquarters in Utah for a recommendation.

"The timing was really good," Lubbers recalls. "Chem-Dry's Telecommunications Administrator had just gone through a lengthy review of phone system providers and had chosen TalkSwitch as its recommended telephone system. They talked to us about what the system could do, and suggested we give it a closer look."

"The whole thing was really easy to set up and we were using it in no time. The installation process was very intuitive."

She began to research the TalkSwitch systems that Chem-Dry headquarters was recommending. "We needed a system that would provide reliable call routing, that had individual voicemail, auto attendants that could provide basic information like store hours, location and rates — even after closing, and one that could integrate cell phones so that we could offer emergency after-hours service. TalkSwitch was strong in all those areas, and the price was terrific."

Suburban Chem-Dry purchased a TalkSwitch 48-CA telephone system and three TS-600 desktop telephones for the store, and installed the system themselves.

"The whole thing was really easy to set up and we were using it in no time. The installation process was very intuitive," said Lubbers.

The TalkSwitch began to pay dividends almost immediately.

"We noticed right away that the call clarity was outstanding, and the display on the TS-600 phones was really easy to read, even from a distance. Best of all, not one single call was dropped. That alone was a major improvement over what we had before. Our initial impressions of the system could not have been more positive.

“We quickly found the call park feature to be of great use. Answering the phone, parking the call and then being able to retrieve that call from a different phone is tremendously convenient. It allows us to process calls quicker, leading to a better customer experience,” Lubbers said.

“It has performed flawlessly, and has had a dramatic impact on the quality of service we are able to offer our customers.”

Suburban Chem-Dry also needed a system that could grow with the business, and that was flexible enough that it would allow for the addition of Voice over IP technology should the need arise. Because all TalkSwitch systems can be networked and expanded, and because they are true hybrid systems capable of handling traditional as well as VoIP connections, it filled all of the company’s needs.

“When we made the decision to invest in a new telephone system, we wanted to know that that investment was protected,” said Lubbers. “We didn’t want to install a new system only to have to replace it again if we opened up another location or hired a few more employees. We wanted to know that the system we put our trust in could grow along with us and could offer access to newer technology like VoIP. TalkSwitch has that flexibility and it was a major factor in our decision to install the system.

“We’ve had the system running for almost a year now and it’s been absolutely terrific. It has performed flawlessly, and has had a dramatic impact on the quality of service we are able to offer our customers. It’s obvious the people at TalkSwitch understand the needs of a small business and have built a system specifically to fill those needs. We’ve become big believers in the power of our TalkSwitch system and have been delighted with our purchase.”

Results

For Suburban Chem-Dry, the installation of a TalkSwitch system had a profound impact on business. Since installing the system they have been able to:

- eliminate dropped calls;
- improve customer service by ensuring that all calls are answered, and that information is easily available;
- put a mechanism in place to ensure that late night and emergency calls are handled;
- allow calls to be transferred around the office smoothly and seamlessly;
- improve the function of their caller ID service by using the TS-600 with its large, easy-to-read display;
- handle routine telephone system maintenance themselves;
- consider the move to Voice over IP.

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.

© TalkSwitch 2008

Rev. 4/24/2008