

Cobra Motorcycles revs up with TalkSwitch

The challenge

With more than 45 national racing titles in the last decade, Cobra Motorcycles knows what it takes to succeed, both on the track and in the boardroom. As the dominant player in the high performance mini-motorcycle industry, Cobra is reliant on a team of engineers and specialists that travel to each race to observe their bikes in action and provide the highest quality of support to its riders.

That dedication to customer service and quality has been a key part of Cobra's ascension to the top of the racing world.

But Cobra had a problem. The telephone system that they had been using was letting them down, and making it difficult and expensive for them to communicate with customers and remote staff.

"When the company started up in the early 90s, we had a Nortel system installed in our office," recalls Mike Tinsky, co-owner, Cobra Motorcycles. "The system was sort of bulky, and whenever we needed to make changes to it, it was costing us a couple of hundred dollars just to get a technician in the door. As our company grew, and had more reps out at different events around the country, the cost to maintain it was getting out of hand. Add in all the long distance charges we were incurring and we knew that we needed a change."

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There was another driver too, in 2003 Cobra's head office relocated from Ohio to Michigan.

"Our head office moved, but some of our designers and engineers stayed behind in a branch office in Ohio," Tinsky explains. "It was crucial that we find a phone system that would let us collaborate easily and affordably with those workers, and that would allow us to transfer incoming calls back and forth between locations without inconveniencing our customers. We needed a phone system that would treat those workers in the branch office the same as if they had been down the hall at head office."

"We also needed a system that would let us easily communicate with our traveling employees, and one that would let us use Voice over IP technology to talk to manufacturing partners and customers overseas. Basically, we needed a phone system that would help make Cobra Motorcycles even more efficient."

Tinsky knew there was a system out there to cater to his needs.

The solution

Tinskey put the pedal to the metal and embarked on an extensive product search, eventually completing in-depth reviews of eight different phone systems. He was frustrated to find that many of the systems offered only limited features and hefty price tags. TalkSwitch caught his eye though. With its combination of traditional phone lines and VoIP network connectivity, and a range of attractive features like auto attendants, integrated remote extensions, and call forwarding capability, the system was an ideal fit for his needs.

"The TalkSwitch exceeded every expectation we had," says Tinskey. "The flexibility available was a major factor. TalkSwitch not only allows us to make changes to the system ourselves, it also allows plenty of room for growth. We've tripled in size since 2003, and I know that as we continue to expand, our TalkSwitch will be ready."

"TalkSwitch has enabled our company to take customer service to the next level."

Immediately, overhead costs for technicians were eliminated. And, as an added bonus, TalkSwitch saves Cobra money on a daily basis. Not only can Tinskey perform all system maintenance and upgrades himself, he has been able to reallocate some of his staff to maximize productivity.

"Since we installed our TalkSwitch, I was able to redeploy our full time receptionist into an accounting role. This is all thanks to the auto attendant feature, which answers all incoming calls and directs them to the appropriate extension. It can even send the call to an employee's cell phone if they are on the road. On top of that, being able to use VoIP lines for outgoing calls has cut our phone bills by about \$500 per month!"

"TalkSwitch has enabled our company to take customer service to the next level," says Tinskey. "Our customers have complimented us on how they can always talk to a 'live' person at any time by using the call forwarding features. Plus our remote staff located in Ohio are able to appear to customers as if they are at our headquarters in Michigan."

One crucial factor in Tinskey's phone system search was the total time it would take to set up the chosen system. Tinskey enjoys the fact that he was able to set up the TalkSwitch, while the majority of the other phone systems reviewed required installation by a costly technician.

"I was amazed at how simple and straight-forward the TalkSwitch system was to set up," he explains. "I set up and installed our TalkSwitch system and eight phones at my house prior to moving it into the office, and while I expected the process to take up to a week, I was finished in less than a day!"

Since purchasing the TalkSwitch over a year ago, Tinskey says he wouldn't consider using any other phone system on the market.

"We've had TalkSwitch for a year now and I'm still impressed with how robust it is and the features it offers. During that time, I've become somewhat of a TalkSwitch ambassador," he reveals. "I recommend TalkSwitch to everybody I know who operates a small business and wants to take their company to the next level. I wouldn't trust another system like I trust my TalkSwitch."

The result

For Cobra Motorcycles, the installation of two TalkSwitch systems has had a significant impact on their bottom line. Since installing the system, they have been able to:

- Drastically reduce long distance charges by using VoIP to communicate with its branch office and with suppliers. Monthly phone bills have been cut in half
- Reallocate former receptionists to new roles in the company through use of the auto attendant feature
- Handle routine telephone system maintenance themselves instead of paying expensive technicians
- Allow seamless transfers throughout the headquarters, remote employees, overseas partners, and the branch office in Ohio
- Easily expand without having to change phone systems
- Improve overall communication efficiency

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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