

## TalkSwitch and Fugro West

### The challenge

Fugro's goal is a lofty one — to be the world leader in the collection and interpretation of data for the oil and gas, mining and construction industries. Working on air, sea and land, the company supports clients in their search for natural resources, the development, production and transportation of those resources, and provides the technical data and information necessary to design and build the required infrastructure safely and efficiently. And with more than 12,000 employees working in more than 50 countries worldwide, the company is well on its way to achieving that goal.

Fugro West, the company division that covers the West Coast of the United States, knows about success too. But that success has come with a price. They've found it increasingly difficult to maintain communications between the regional offices, and more significantly, with employees scattered about on job sites.

Most of Fugro West's offices have between 5 and 20 employees, and the company was having trouble finding a professional quality telephone system that had all the features they needed, that was easy to use, and that could be integrated with the other systems in use within the company.

### The solution

Dmitry Feldman, head of IT at the company had heard of TalkSwitch and turned to the Internet to find out a little more about it. He was impressed by the features that the system had, especially when the price was factored in. In fact he was more than impressed. He was floored.

---

**“The first thing that attracted me was the rich feature set, it seemed to have everything we could possibly need. And the price was very affordable.”**

---

“The first thing that attracted me was the rich feature set, it seemed to have everything we could possibly need. And the price was very affordable,” he recalls. “It cost less to put TalkSwitch units in all of our offices than it would have to install even one of the larger systems on the market. But price couldn't be the only consideration, our business relies on good communications, so sacrificing phone features to save a few dollars was simply not an option. I needed to know that TalkSwitch could stand up to the pressure our staff would put on it. So I brought one in and put it in our Roseville, California office. One of our busiest.”

Initially Feldman met with stiff resistance from the staff in that office. “The staff had been using a large, legacy PBX system and weren't convinced that a small business system like TalkSwitch could possibly deliver the same functionality of the big system they were used to.

---

**“Not only did the TalkSwitch do everything our other system did, it did more, and it did it better!”**

---

“For the first couple of days I must have had 10 calls a day from employees — who hadn’t even tried the system yet — asking about features and demanding an explanation of how TalkSwitch could match up to the system we were replacing. They quickly learned that TalkSwitch always had an answer. Not only did the TalkSwitch do everything our other system did, it did more, and it did it better! After a couple of days the same skeptical people that had called me before were calling back, this time to sing the praises of the TalkSwitch system.”

Convinced, Feldman started to roll out TalkSwitch equipment in the other offices, handling all the installation and configuration himself.

“Installation was really straightforward, the documentation that came with the system was thorough and easy to follow, and the configuration software was very intuitive,” he said. “The few times that I had questions, the free tech support was helpful and willing to spend as much time with me as I needed to ensure my problem was fully resolved. I was impressed by the level and quality of service I received.”

To augment the equipment, Feldman also installed the TalkSwitch Attendant Console software.

“With our old system, you literally had to stand up and yell across the office if you wanted to tell a coworker there was a call waiting for them, or if you had a quick question that you wanted to ask while you were on a call,” he said. “With the attendant console software, our staff can literally see an incoming call on their screen, grab it and drag it to the appropriate extension. If they have a question, the built-in Instant Messaging application allows them to communicate with coworkers without having to yell. It’s much more efficient, and, obviously, makes for a much more pleasant work atmosphere!”

---

**“It’s done much more than I ever thought a small business phone system could do. I’m very happy to be a TalkSwitch customer.”**

---

It was important for Fugro West to have a phone system that allowed employees and departments to have individual, as well as general voice mailboxes, and it was critical that it have an automated attendant that would flawlessly direct callers to the appropriate people.

“Our business is pretty diverse,” says Feldman. “We have operations on land, on sea, under the earth and in the air. It is paramount that when a client calls us that they are presented with an easy way to reach the relevant people within our organization. And we wanted to be sure that that person could be reached whether they are in or out of the office.”

That’s where the patented remote extension capability built into every TalkSwitch system comes in. Feldman ensured that every traveling or field employee had one set up.

"The remote extensions have been an absolutely huge advancement for our workers. Now, no matter where they are, they're connected to the office phone system. That means customers, coworkers, prospects and partners can always reach them through their office phone number. They can take and transfer calls; they can even make long distance calls on the office long distance plan, right from their cell phones! It's helped improve efficiency and collaboration, and has certainly saved us money. It's an incredibly beneficial feature for us."

Asked to sum up his TalkSwitch experience, Feldman responds simply, "it's done much more than I ever thought a small business phone system could do. I'm very happy to be a TalkSwitch customer."

### **The results**

Since installing TalkSwitch systems in its offices, Fugro West has been able to:

- Replace an overloaded, unsupported legacy PBX system that was being pushed past its limits
- Employ an automated attendant to ensure that all calls were directed accurately and consistently
- Use attendant console software to improve efficiency and create a more professional working environment
- Keep traveling and field workers connected to the office phone system
- Save money and improve efficiency and collaboration

#### **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.

© TalkSwitch 2008

Rev. 5/28/2008