



TalkSwitch: Fantastic for Funtastic Getaways

The challenge

For Janet Acosta, travel is like a book: if you stay at home, you have only read one page. That's why after a successful career in the cruise line industry, she ventured out on her own to found Funtastic Getaways — a travel agency specializing in cruises, all-inclusive resort vacations, and honeymoon destinations.

Acosta knew she needed a leg up on the competition if she was going to succeed in the travel business. Located in South Florida, where tourism rules and the competition for business is stiff, Acosta required a phone system that would create a larger, more professional image for her business, one that would immediately establish a sense of trust for her clients.

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She needed to find a phone system capable of making her home office look like an established agency, with call forwarding, auto attendant features, and remote extensions, and, most importantly, one that was affordable to maintain.

"I wasn't exactly sure what was available in a phone system — but I knew I didn't want to spend a lot, and get a little," says Acosta. "I wanted to start the company off on the right step — not settle for a second-rate system that would give me limited features. I was willing to do the research to figure out which phone system would deliver the most features for the right price."

The solution

After a lengthy online product search, Acosta was intrigued by the potential offered by TalkSwitch. She chose a model with capacity for two telephone lines, four local analog extensions and 10 remote extensions. It was the ideal system for a small travel consultancy, and she installed and configured it herself.

"It's perfect! My TalkSwitch has enabled me to create the 'large travel agency office' image needed for customers to take my business seriously. Customers never have to know I'm working from home — especially when they call in and hear the PBX dialing options. I've received plenty of feedback on my professionalism and great company image and I know a big part of that is due to TalkSwitch!"

Besides the professional company image, the ability to set up her own phone system and to be able to understand how to use it was very important to Acosta.

"Set up was very simple, and any time I've ever had questions about a feature, or have looked for advice on the best way to set up a feature, the TalkSwitch support department has been there to help me along the way. They've been extremely patient with my requests, and offer lots of advice and tips to help me get the most out of my TalkSwitch."

With the vast Spanish-speaking population in South Florida, it was important for Acosta to be able to offer bilingual service to prospective clients.

"Funtastic is located in a largely bilingual area," she explains. "With my TalkSwitch auto attendant, I'm able to serve my customers in the language of their choice right from the time their call is answered. If a caller dials in and selects the Spanish option from the main menu, my extension rings with a double-beep tone. When I hear that tone, I know to greet the caller in Spanish."

"TalkSwitch has been an extremely useful communications tool and has helped me get my business off the ground. I wouldn't have my phone system any other way."

Acosta says she also enjoys the fact that she can be on the road, with a client, or in a meeting and have all calls forwarded to her cell phone via TalkSwitch remote extensions. She can then decide whether to answer the call or let it go to her TalkSwitch voicemail.

"In order to compete in my marketplace, it's crucial for me to always be accessible," Acosta says. "As a home-based travel consultant, I need to be connected to my office and my clients at all times. If my client encounters a problem while checking into a resort, or on a cruise ship, I need to be available to address the problem immediately. Being able to maintain that level of connectivity helps me retain business and further solidify my reputation with clients."

Recently, Acosta expanded Funtastic by adding a travel consultant in the South Florida region and is thinking about expanding her TalkSwitch system to accommodate more lines in the future. For now, she's comfortable with the fact that her TalkSwitch is capable of ringing the other consultant's cell phone or home office phone using remote extensions.

"This system just makes sense," she says. "It's very convenient that the caller is directed to the appropriate extension, either to the consultant's house or their cell phone — the customer never knows that we are working from separate locations."

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The results

Since installing the TalkSwitch system, Funtastic Getaways has been able to:

- Create a larger, more professional image for a small business
- Forward calls to appropriate remote extensions
- Stay connected to the office while on the road
- Offer bilingual service to Spanish-speaking clientele
- Take control of the communications system and associated costs
- Launch a successful start-up travel consultancy with a system specifically engineered for small business

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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