



JCSmedia stays in the fast lane with TalkSwitch

The challenge

JCSmedia loves life in the corporate fast lane. Fifteen years after it was founded to help companies improve the way they communicate to customers and clients, the company has evolved into one of the nation's premier event management consulting firms.

Catering directly to top-level executives, JCSmedia is responsible for designing jaw-dropping corporate events, providing logistical support and expertise ranging from venue design and executive speech guidance to a software-based RSVP system for scheduled attendees.

While constantly in the air or on the road, the team at JCSmedia knows what it takes to satisfy some of the most demanding individuals in corporate America. "It doesn't matter how long you have been in the business, who you have worked for, or what you did for your clients last year," says Joseph Stanley, Executive Producer and Founder of JCSmedia. "You're only as good as your last job."

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So whether orchestrating a shareholder meeting in Los Angeles, a press conference in Chicago or a corporate employee event in Charlotte, JCSmedia and its team of creative multimedia experts need to have the right tools to deliver a flawless production for name brand clients like Lowe's Companies, FedEx, Coca-Cola, Honda, IBM, and Bank of America.

The last thing they want to worry about is an inadequate phone system slowing them down.

"We were using a direct line phone service through AT&T, formerly BellSouth," says Stanley. "It offered very limited features, and with over a dozen JCS consultants often scattered across the country at various events, clients were having to remember multiple telephone numbers to reach different people — something that was inefficient and difficult. We knew we had to change to a system that would dramatically cut costs and fully integrate everyone into a central unit, and most importantly, eliminate unnecessary telephone numbers."

After examining a variety of open source PBX solutions, Stanley decided to conduct a more in-depth online search to find a system that offered a wider range of features and that didn't require a costly technician to install and maintain.

The solution

"The Asterisk open source phone system was going to cost us thousands to purchase and have installed, and that was simply unacceptable," he says. "As a small business, we were looking for a phone system that could be self-installed, easily configured, and inexpensive to upgrade and maintain."

“Plain and simple: TalkSwitch works,” Stanley says. “It’s a very owner-friendly, programmable phone system that was easy to install and doesn’t require pricey technicians to maintain.”

What he found was a VoIP-equipped TalkSwitch that was installed and configured over the span of an afternoon by his team members. TalkSwitch was able to integrate every consultant and provide remote extensions for freelance contractors in different areas of the country, and offered a breadth of features that could keep costs down and productivity up for JCSmedia.

“Plain and simple: TalkSwitch works,” Stanley says. “It’s a very owner-friendly, programmable phone system that was easy to install and doesn’t require pricey technicians to maintain. I trust TalkSwitch to handle my communications, because in my line of business, I don’t have the time to drop everything and troubleshoot — nobody does.”

VoIP connectivity, remote extensions and voicemail to e-mail notification have all proved to be tremendous features for Stanley. His long distance charges have been dramatically reduced; every staff member is easily reachable through one main phone number, regardless of their location, and each are able to receive their voicemails via e-mail.

“These enhanced features have had a dramatic impact on the way JCSmedia does business,” he says. “Here’s a scenario: A client calls in to discuss a project, meanwhile the freelancer assigned to the project is in the air to Las Vegas to survey a sales meeting venue. That important call goes to voicemail, which is then e-mailed to the freelancer, who is on the Internet while flying the friendly skies. The freelancer listens to the attached voicemail, and is able to immediately e-mail a response to the client. That’s easy, that’s powerful!”

As an added bonus, if a consultant is unavailable to take a call, TalkSwitch enables the call to go through JCSmedia headquarters where the office manager is capable of forwarding the caller to an appropriate extension. With this feature, a call is never left unattended, ensuring clients are handled in an efficient and effective manner.

“If we don’t meet the demands and requests of our clientele, we won’t get the chance to work with them again,” says Stanley. “With TalkSwitch, we may not be able to solve the problem immediately, but at least we can be responsive enough to tell our clients that we are on top of the situation. High-profile clients need to know they’re being taken care of, and with our TalkSwitch continually working like a horse, the requests of our clients are properly handled every time.”

For more than three years, TalkSwitch has been in the offices of JCSmedia, and Stanley wouldn’t have it any other way. With a variety of features that have helped accelerate his business into a leading player in the corporate event management scene, JCSmedia has saved money, increased overall efficiency, and exceeded the expectations of high-profile clients around the country.

“I love being a small company; we can be dynamic, we can use tools like TalkSwitch that cost a fraction of what Fortune 500 companies use, and frankly, do more.”

The result

Since implementing a TalkSwitch phone system, JCSmedia has been able to:

- Integrate every employee into one phone system
- Use remote extensions for traveling staff members
- Maximize productivity by combining voicemail notifications with e-mail notifications
- Take control of their programmable phone system by eliminating the need for costly maintenance and upgrades
- Reduce long distance charges by implementing VoIP technology
- Effectively respond to client requests with call forwarding capabilities
- Maintain and enhance their status atop the corporate event management industry by selecting a phone system engineered specifically for small business

Visit JCSmedia at JCSmedia.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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