

Jan-Pro cleans up with TalkSwitch

The challenge

For Jan-Pro, the proposition is simple: provide outstanding service, fair prices and a team of professionals dedicated to customer satisfaction. That commitment has been integral in helping make Jan-Pro one of the fastest growing and most successful franchise operations in the world.

When Richard Cardozo opened Jan-Pro of Central New Jersey, he envisioned a business that would grow and expand as he established a presence in the community.

"In order to realize that goal, I needed two things; great people and great tools," he says.

The solution

Cardozo knew that being able to reliably communicate with his customers would be a key to getting his business off to a successful start. He turned to the Internet to research some of the available solutions. "Early on it was pretty discouraging," he recalls. "A lot of the systems I looked at were really expensive. Many didn't give the flexibility or have the feature set that I needed, or they were just so big, complicated and unwieldy that they weren't a realistic solution for my business." That's when Cardozo discovered TalkSwitch.

"Right off the bat, the system helped me create the highly professional image I wanted to convey to customers and partners calling the shop."

"I was looking at an online comparison, and came across TalkSwitch. It rated really well and definitely caught my eye. It was very cost-effective, and it seemed ideal for a new business with growth aspirations. When I saw the rich feature set it was a pretty easy decision to make."

Cardozo purchased a TalkSwitch 48-CA telephone system and a set of TS-600 telephones from Strategic Telecommunications, a local solutions provider.

The installation and configuration was completed in a matter of hours, and Cardozo was soon able to start putting his new system through its paces.

"Right off the bat, the system helped me create the highly professional image I wanted to convey to customers and partners calling the shop," he says. "By using the auto attendant we were able to ensure that every call was answered quickly and consistently, and that information about hours and location was easily conveyed.

"The client then has the option to leave a message, which will be promptly returned, or to stay on the line to speak to an employee at the store."

There was another issue that Cardozo wanted to ensure his new telephone system could handle — the ability to integrate remote and cellular telephones into the system to ensure that he could provide late-night and holiday service in case of emergency.

“Our customers come to rely on us,” he says. “That means being accessible when they really need us. With TalkSwitch, it’s easy to add cell phones to the system so that emergency calls can be automatically routed through our auto attendant to an on-call employee. It’s that flexibility that makes this system such a valuable tool for my business.”

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As the business established a sterling reputation in the area, Cardozo was pleased to see that growing with TalkSwitch was just as easy as he had hoped.

“Opting for a TalkSwitch system allowed me to implement a cost-effective solution that helped get my business off the ground. As my business has grown, I’ve been able to easily add additional lines and extensions to handle the increasing call volume. That ensures we never miss a call, or an opportunity,” he says. “And I know that if I decide to move into Voice over IP, TalkSwitch will make that transition easy.”

“I’ve been very happy with the system and the support that I’ve received from TalkSwitch and from Strategic Telecommunications. For a small business like mine, it’s been an ideal solution.”

Results

Jan-Pro of Central New Jersey opted for a TalkSwitch telephone system that would help establish the business and position it for future growth. Since installing the system, the franchise has been able to:

- Ensure all incoming calls are answered promptly and consistently
- Easily expand number of local extensions and incoming lines
- Incorporate cellular telephones for after-hours and emergency service
- Provide reliable voicemail to all employees
- Position itself for a future move to VoIP technology

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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