



## TalkSwitch helps the Hollis family manage their telephone communications

For the most part, Jerry Hollis is a typical suburban Dad — hardworking, involved in his community and utterly devoted to his three children. He and his family lead an active lifestyle and enjoy traveling and socializing with friends. One of his greatest challenges as a parent is trying to keep track of the kids'; where they are, who they're with and when they'll be home. It was that challenge that led him to deploy a secret weapon to help his family stay connected and in touch.

He decided to install a PBX telephone system, typically something only used in a business setting, to manage his household communication.

"We spent a lot of time looking at various systems on the market, including some very high-end ones. In fact, we purchased a couple of those systems and tried them out in our home and they just weren't adequate. They either didn't come with the features that were important to us, or they were complicated to install and maintain, and very expensive. We were starting to think that maybe there wasn't anything out there for us," Hollis recalls.

Not willing to give up, he intensified his research. "I did a lot of reading on the Internet and in various trade publications," he says. "I came across the TalkSwitch system, and the things people were writing about it were really positive. I liked that all the reviews I read spoke about how easy the system was to install. That was important to me. They also talked about the impressive feature set, and the price points were incredible. It just jumped off the page at me. I was pretty sure I had found the system for us.

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"My first step was actually to get a Concerro Switchboard, the predecessor to the TalkSwitch. It performed flawlessly. So I was confident that a TalkSwitch system, with a little more functionality than the Concerro, would work just as well. And after getting my TalkSwitch 24-CA I knew I was right."

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Hollis configured the system to give each family member an individual extension number, a voice mailbox and their own call handling settings.

"We have a main automated attendant that greets all callers and invites them to dial the extension of whichever family member they want to speak with," says Hollis. "If we don't

answer the phone at our extension, we each have an individual greeting that prompts the caller to either leave a message or opt to have their call forwarded out to our cell phones or pagers. The kids love that feature because their friends can always reach them. And so can we.”

The system has also proven beneficial for out-of-town guests. Whenever a visitor is staying for more than a day or two, Hollis simply adds the guest onto the system. The guests are able to set up their own voicemail greeting on the system.

“We frequently entertain guests in our home, many of whom stay for extended periods of time, so it’s important for us that those guests are able to make and receive their own calls. With most other systems, it would be frustrating and time consuming to do that. TalkSwitch makes it easy though.”

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The family also uses call screening, which helps eliminate the nuisance of telemarketing calls.

“We use the system in its broadest possible sense. We transfer calls between extensions within the house, we forward calls and messages, and we use the remote extensions,” he says. “To be honest, half the time I can’t even remember all the features that are included in the system. I just know that if there is something I want to do with my telephone, chances are my TalkSwitch can handle it.”

It wasn’t until after the TalkSwitch was installed, though, that Hollis discovered what would come to be his favorite feature.

“We travel a lot, and I’d been curious about what sort of an impact the call back/call bridge feature would have,” he says. “Geographically, we live in a very advantageous area. We can make calls over 100 miles away that are still considered local for us. So really the only time we’d get a long distance bill was when we traveled and had to use our cell phones. And those were some expensive bills, let me tell you! But with call back/call bridge, I can dial into my TalkSwitch system from the road, it calls me back, and then I can access the system to make calls from my home. I can’t even express how much money that has saved us since we started using it.”

Hollis appreciates the fact that software and firmware updates, many of which offer enhanced and additional features, are available free of charge. For him that’s something that sets TalkSwitch apart.

“It never goes out of date and is always evolving through the free software updates. In choosing that direction, it’s apparent that TalkSwitch values its customers and intends to keep them. That makes me very comfortable with the purchase.

“We’ve found TalkSwitch to be a valuable asset and investment in managing our family’s communications. We also believe it to be the best solution available today.

“We really enjoy it. At the end of the day, it’s a great system, and I’m proud to recommend it to friends and colleagues.”

#### **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.

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