



TalkSwitch tidies up communications for MaidPro of Cape Cod

Challenge

All it takes is one phone call to MaidPro of Cape Cod and you know you're talking to the experts in office and residential home cleaning. Frank LaGreca, his partner John Cahill, and their team of 20 staff members are constantly on the go, providing the residential and business community in the scenic coastal town with superior cleaning services. And with an abundance of calls coming in every day from prospective customers, they didn't want to be slowed down by an inadequate telephone system.

The franchise was using an old Bizfon 680 system that could no longer handle the influx of calls from prospective customers or keep staff members working in the field connected. Unfortunately, it couldn't keep up and would frequently block and drop important calls from customers. After putting up with this problem and patching the holes for far too long, LaGreca knew he needed to change the way his business communicated.

"Our Bizfon 680 was a tired phone system that dropped a lot of calls," LaGreca explains. "Beyond that, it was not user-friendly at all. The fact that it continually dropped, misdirected and lost calls was very unsettling, and I absolutely hated how its lack of performance and functionality reflected a negative image on my business. The number of updates we had to install was simply unacceptable and I knew that we had to change our phone system or we would continue to lose customers."

Solution

LaGreca set out to rectify the problem by contacting MaidPro franchise headquarters. Since over 20 other franchise locations were already using TalkSwitch phone systems to conduct business, they suggested he take a look at a TalkSwitch.

"I love the TalkSwitch system," says LaGreca. "The set up was so easy and intuitive. I knew right away that this was a company that understood how small businesses work, and that understands how to make products that fit the needs of those small businesses."

"After speaking with the MaidPro franchise headquarters and with the TalkSwitch sales team, it was an obvious choice for me," LaGreca says. "The TalkSwitch solution offered everything that we needed. There had to be a reason why so many other MaidPro franchises were using the TalkSwitch solution, so it made complete sense to switch over to a proven, reliable phone system to handle my communications."

Thinking the installation of a TalkSwitch would eat up an entire day, LaGreca was pleasantly surprised when he finished the installation, set up and synchronization of his TalkSwitch 480vs before lunch.

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"With my TalkSwitch, I no longer have to worry about losing any calls and the range of features it offers is perfect for my franchise. Combine that with how user friendly the system is, and it's the ideal phone system to help accelerate my business."

Since purchasing his system, LaGreca has been able to take advantage of the newly designed TalkSwitch software 6.0, which was released in October.

"Not only has TalkSwitch seamlessly integrated every member of my team so they can stay connected to the office, but the new interface of software 6.0 is extremely easy to manage and a pleasure to look at and work with," says LaGreca. "You don't need to know anything about phone systems before loading this software up. It walks you through the steps with ease."

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Along with software 6.0, LaGreca has taken full advantage of the features that come standard in every TalkSwitch system. His franchise operation uses an auto attendant to answer all incoming calls and gives callers several options including popular customer selections like requesting an estimate or submitting a general inquiry. And after regular hours, LaGreca has programmed his TalkSwitch to forward all emergency calls to his remote extension, so every situation is promptly handled. He also installed the TalkSwitch Call Reporting software in order to monitor and track where customers were being directed.

"I was able to record the auto attendant myself, and I'm very pleased with how professional my franchise sounds to a caller," he says. "Being able to monitor caller activity has made a tremendous impact on my company. Not only can I track how many calls we receive each day, but I can also prioritize where to allocate resources to cater to the customer. If the most frequent request is for an estimate, then that option should be up front on the auto attendant."

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Results

TalkSwitch has had a significant impact on the way that MaidPro of Cape Cod handles communications. Since installing the TalkSwitch system, they have been able to:

- Eliminate dropped, misdirected, and lost calls
- Improve customer service by ensuring every call is handled appropriately via the auto attendant
- Keep staff working off-site connected through remote extensions
- Perform free system upgrades easily and efficiently without having to hire an expensive technician or call technical support
- Use TalkSwitch Call Reporting to monitor all call activity and make phone system revisions accordingly
- Accelerate business growth with a reliable and owner-friendly™ phone system designed exclusively for small business

Visit MaidPro online, at www.maidpro.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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