



Software firm gets flexibility and expandability with TalkSwitch — and saves money along the way

Background

OnePIN Inc. is a fast-paced company providing software that automates the exchange of contact information using the Internet. The company has 18 employees in its Massachusetts head office and a branch office in Turkey.

The challenge

Feyzi Celik, OnePIN's president and CEO, wanted a full-featured telephone system that would free his staff by answering and directing incoming calls. He keeps three of his staff on the road, so he needed a system that could keep them in touch. He also wanted to use cordless phones. But cost control was vital to Celik; he wanted an affordable solution that he could configure without calling a technician every time, and he wanted to cut down on long-distance charges.

The solution

After researching many systems, Celik chose TalkSwitch. He started with a 4-line/8 extension TalkSwitch, and he's since doubled his capacity by adding a second unit. He's never looked back. The features and attributes of TalkSwitch fit Celik's requirements perfectly.

“With this system, a small, fast-growing business can build its perfect phone system easily and quickly, and that saves a lot of money.”

Auto attendants and voicemail

Celik's wish to free his staff from answering all the incoming calls was easily granted with TalkSwitch.

“Everything goes through the Auto Attendants and Voicemail. The people we would have used for reception, we've instead put on the phones for support. We probably save \$60,000 or \$70,000 per year there alone,” Celik says.

Innovative remote extensions

Celik's travelling employees set their mobile phones as remote extensions of the system. They receive their office calls directly on their cell phones, without having to give clients two phone numbers. Remote Extension calls can also be moved to Voicemail or transferred back to the main office. “It's very helpful for them when they're working remotely,” says Celik.

Phone freedom

TalkSwitch works with standard analog phones, so Celik had no problem using the cordless phones he wanted.

OnePIN at a glance

The challenge

Affordable, customizable phone system with cordless sets, remote extensions and capacity for growth.

The solution

Two TalkSwitch 4x8s networked over a LAN with standard cordless sets.

Location: Boston, MA

Branch Office: Ankara, Turkey

Years in Business: 3

Employees: 18

Mobile Employees: 3

Business: Contact management software

www.onepin.com

“One of the things that attracted us to the system is that we could use it with any phones of our choice,” he says. “I wear my cordless phone on my belt all day, and I’m always fully connected to the system.”

“Boom! In just a couple of hours our phone system was fully integrated. It was unbelievably flexible.”

Cost control

“With this system, a small, fast-growing business can build its perfect phone system easily and quickly, and that saves a lot of money,” Celik says about his TalkSwitch. “The whole system cost us significantly less than the other systems we looked at. We probably spent a total of \$2500 or \$3000, instead of spending \$10,000 including components, wiring and installation.”

Celik installed the system himself, and he added the second unit as well. “We bought another TalkSwitch and connected the two over our LAN. Boom! In just a couple of hours our phone system was fully integrated. It was unbelievably flexible.”

In addition to setting up his own system, Celik does the custom configuration of his TalkSwitch in-house, using the included Windows-based software.

“For us, the fact that we can do all the changes ourselves with a computer interface was the biggest benefit, because we can make changes right away,” he says. “We needed something flexible and easy to operate that we could work with on the computer. Those were the most important factors for us.”

TalkSwitch also reduced OnePIN’s long distance charges. With the Call Back/Call Bridge feature, travelling employees make calls through TalkSwitch, avoiding costly hotel and cellular roaming charges and consolidating the billing on the corporate plan.

“When I was in our office in Turkey this summer, I used it all the time,” Celik says. “Using our corporate rate through Verizon, I probably saved 65 to 70 per cent on my long distance calls.”

Results

By using TalkSwitch, OnePIN was able to:

- Automatically answer and route incoming calls, improving productivity and responsiveness;
- Seamlessly integrate mobile staff with the main office for improved collaboration and communication;
- Publish one phone number to contact local and mobile employees;
- Use the cordless phones preferred by staff, ensuring that roving office workers would always catch their calls;
- Cancel the costly Voicemail accounts on employee cell phones; mobile workers simply use the built-in TalkSwitch Voicemail;
- Accommodate rapid growth in phone users;
- Easily modify configuration in-house for employee moves and changes;
- Reduce long distance charges.

TalkSwitch lowered OnePIN’s costs, improved productivity and integrated the company’s dispersed staff. What can TalkSwitch do for your company? Contact us today to learn more.

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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