



## Southland Trade Improves Productivity and Enhances Customer Satisfaction with Vertical's Award-Winning Software-based Phone System

### Vertical's TeleVantage® Easily Supports Multi-Location Campus Environment

When Sean Harrell assumed responsibility for the telecommunications systems at Southland Trade, a popular retail and tourist complex in Moyock, North Carolina, one of his first projects was to reprogram the existing key phone system so that it worked more reliably for employees and customers.

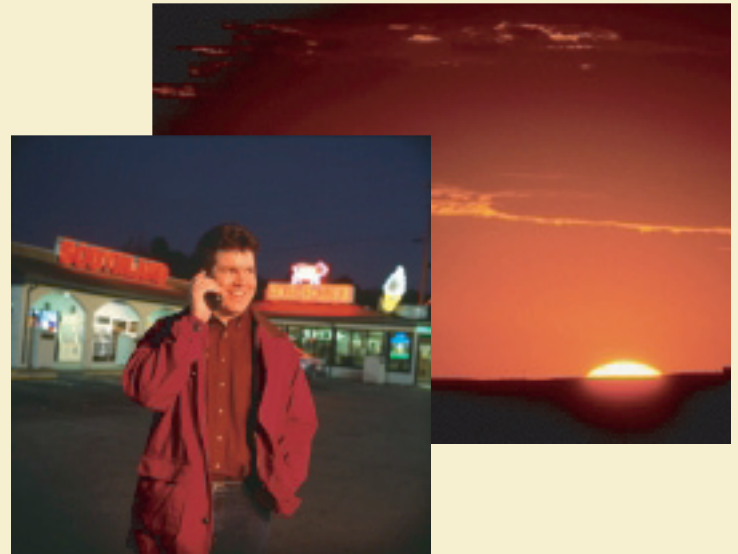
A seasoned Technical Manager, Sean quickly realized the limitations of the proprietary system. He thought, "Wouldn't it be great if someone designed a phone system around a PC interface?" He wanted a system he could program and control himself, without the expense and delay of a service call. His search ended when he discovered Vertical's® TeleVantage, an open, software-based phone system.

"Vertical put me in contact with a local reseller who invited me out to see TeleVantage in action at his business," said Harrell. "Nothing says more to me than seeing the reseller rely on the product for his own critical business communications." In one day, Pollard helped Harrell install TeleVantage at Southland. Harrell then programmed all the auto attendants simply by following the intuitive user interface. "I knew that the reseller would have gladly done all this for me, but I honestly didn't need the help." For Southland, TeleVantage proved to be the reliable, flexible and easy-to-use phone system they needed. Now Harrell uses the system's flexibility to satisfy the specific communication needs of his organization.

### Southland Needed an Easy-to-Use, Consolidated Phone System

Southland Trade is a favorite stop for vacationers and locals. The three-building campus houses a variety of shopping and dining venues that appeal to many interests. Consequently, when customers call, they are usually calling for a specific area of the complex. The previous phone system was a confusing tangle of different phone numbers, some with auto attendants, others without. If a customer called for the tobacco shop, they'd call one number. Then, if they wanted the restaurant, they'd have to hang up and call back.

Internal communication needs were equally complex. Managers needed the flexibility to move around the campus, but they also had to be accessible to employees. TeleVantage gave Southland the ability to develop custom solutions that satisfied these requirements.



### Seamless Integration with the TeleVantage Solution

TeleVantage is a Windows NT/2000-based PBX that uses all non-proprietary equipment. "All our voice mail, auto attendants and ACD are included," said Harrell. This makes it easy for him to tie things together seamlessly and logically. "For systems managers, you can't beat it. As situations arise, I create solutions using the resources I already have."

### TeleVantage Improved Productivity, Economy, Employee Safety and Customer Satisfaction

Southland's managers, and some employees, are outfitted with inexpensive cordless phones. No longer tied to their desks, increased accessibility means higher productivity. The cordless phones make inventory duties more efficient as well. Now employees can place orders right from the aisles, when they find that an item is low in stock.

With TeleVantage, Southland wasn't forced to buy expensive, proprietary equipment. With the same budget, Harrell nearly doubled the number of phones on hand. TeleVantage also works with any PC, enabling them to use a local systems supplier for their server. "This is a much more efficient arrangement for us," said Harrell.

# TeleVantage met a wide variety of needs for Southland...



## Open Architecture Allows Easy Customization to Meet Specific Needs

Restaurant staffers working nights asked Harrell to install a 'panic button' they could use to call a manager in the main building. He investigated his options, but with TeleVantage up and running, the tools he needed were already at his disposal. Harrell created an extension that rings every phone, so the night manager just answers using any phone in the complex. The employees now also use this method to let the night manager know that the cash receipts are ready to deposit. TeleVantage gave Harrell the means to easily fulfill his employees' request. TeleVantage also enabled Southland to offer their customers a single telephone number to contact any department.

To Harrell, TeleVantage's most beneficial feature is its software-based technology that allows him to solve problems quickly. "Just by working with the software, I think of more ideas to try every day."

## TeleVantage Serves as Backbone for Organization's Communication

Harrell had gone out on a limb to bring TeleVantage to Southland. "The telephone is arguably the single most important piece of equipment in a retail business," said Harrell. "I took a risk when I told management 'we're taking this tried-and-true technology and running it through a computer.' Now, of course, everyone loves it. I know for a fact that TeleVantage has enhanced communications for the business internally, and externally for our customers. We're one of the few companies that can honestly say we love our phone system."

## Problem

- Southland Trade needed a new phone system that would put them in control of their internal and external communications.
- They needed to improve productivity, workflow and customer service.
- The new system had to overcome the limitations of their former proprietary system.

## Solution

- With **TeleVantage**, they now had the tools to meet a wide range of needs quickly and easily.

## Results

- Staff and managers enjoy increased productivity, efficiency and safety.
- Customer service and satisfaction have increased, along with increased profitability for the company.

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— Sean Harrell  
Technical Manager,  
Southland Trade



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