



## **TeleVantage® Provides BVI Recognition with a Customized Communications Solution for a Business on the Rise**

### **Artisoft's Award-Winning Phone System Enables Promotional Marketing Firm to Maintain Optimal Customer Service**

Cliff Boltwood's 20 years of experience marketing corporate recognition products equipped him well to start up BVI Recognition. Based in Florida, his new company markets a variety of award and incentive programs that encourage high performance and promote staff longevity.

Leaving behind the security of a "big company" name, Cliff and his wife Nancy needed to find an edge to compete with larger, more established firms. Since most of their sales and prospecting were done by telephone, it seemed logical that their first investment would be in the best phone system they could afford. Ideally, an effective phone system would help BVI Recognition to offer the level of service provided by larger customer service departments at other companies. At BVI Recognition, nine employees covered sales and marketing, operations, customer service and shipping and receiving, so responsibilities overlapped and time was at a premium.

#### **BVI's Fast-Paced Environment Needed an Affordable Phone System to Keep Up with Company Growth**

BVI Recognition found that edge with Artisoft's TeleVantage, an affordable, software-based business telephone system that maximizes their staff's productivity. TeleVantage is easily expandable and customizable, and offers the mobility this growing company needs.

BVI's original phone system was limited in the number of telephone lines it could support and had minimal voice mail capabilities. Callers had difficulty reaching the person they wanted, and messages were frequently misdirected or lost. The staff also struggled with order processing: customers had to leave their order in a voice mailbox, and the staff would then hand-write the information to send to the appropriate departments. With large customers such as Office Depot and Tropicana, BVI had to be ready to handle orders and inquiries efficiently at all times. Their challenge was to present an established, full-service image, while staying within their operating budget.

#### **TeleVantage's Capabilities for Expansion Met Growing Network Needs**

"The most important features for our new system had to be scalability and mobility," said Cliff Boltwood. "We did two times our original goal the first year, and at the end of the first quarter in our second year we were on track to double again." The staff more than doubled as well.



Rapid growth soon drove the company out of their small office space. A temporary move sufficed until the new corporate headquarters could be completed — all within two years of opening. "We thought we'd have to wait until we moved to use TeleVantage, but its portability allowed us to install it right away," said Boltwood. TeleVantage's scalability to 264 extensions and 96 trunk lines also helped convince him that this was the right system for his company.

#### **The Perfect Solution: Streamlined Customer Service in a Full-Featured Phone System**

Artisoft's TeleVantage let this small company set up a customer interface that conveys professionalism and suggests long-term establishment. "Our customers tell us we sound like a 'real' international company now," said Boltwood. TeleVantage has also streamlined customer service with customized call routing, so customers reach the person they need. Personalized call handling allows BVI to create individual mailboxes for their largest clients to ensure phenomenal customer service.

# TeleVantage helped this growing company reach new levels...



## Seamless Integration with Existing Systems Enables Staff Productivity and Ability to Reach New Levels

TeleVantage is also integrated with other communications systems at BVI Recognition. Staffers can now distribute an order easily by email. And when customers place orders, TeleVantage provides return numbers along with a spreadsheet the staff can use to add up the order and then send it directly to the various departments.

TeleVantage improved staff efficiency immediately upon installation. "We customized the personal attendants, added some extensions and we were ready to go," said Tammy Johnson, Operations Manager. Currently, BVI Recognition uses TeleVantage with Panasonic cordless phones, and they recently scaled up to accommodate more lines and extensions.

## Flexible Phone System Provides Benefits for Multi-Lingual Customer Service

TeleVantage will also accommodate BVI Recognition's plans for international expansion. With their South Florida location, their short-term plan is to provide instructions in both English and Spanish, or forward non-English-speaking callers to a Spanish-speaking employee.

## TeleVantage Enables BVI Recognition to Realize its Maximum Potential

"We are able to integrate our contact management system into TeleVantage next. Having customer contact data pop up on the screen supports our commitment to outstanding customer service. The fact that all these features are standard really impressed us," said Cliff Boltwood. "This system will be the key piece of technology to take our company as far as it can go."

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— Cliff Boltwood  
Owner,  
BVI Recognition

## Problem

- As telephone power users, BVI Recognition needed a new phone system that would grow with their rapidly expanding business. The system also needed to be portable to accommodate their planned move to a new corporate headquarters.
- They needed a system that would dramatically improve customer service and handle customer inquiries with ease.
- The new system had to be easy to use, help streamline their order-filling and service processes, and help employees work more efficiently.

## Solution

- BVI selected Artisoft's **TeleVantage** — a software-based phone system — to help them present a professional image, increase staff productivity and enhance customer service.

## Results

- TeleVantage continues to help BVI Recognition grow, and plays a major role in their plans for the future.
- TeleVantage has helped BVI Recognition to ensure world-class customer service and support, with callers reaching the most appropriate agent every time.
- With TeleVantage, BVI Recognition is saving time and money while increasing employee productivity. The staff can quickly and easily respond to each customer and provide VIP customers with special service.
- With TeleVantage, BVI Recognition is assured that their business phone system will grow as their business expands — while enhancing their professionalism and continually attracting new customers.

The Artisoft logo features the word "Artisoft" in a bold, italicized, sans-serif font. A red oval shape is positioned behind the letters, partially overlapping them.

It's amazing what phones can do.™

The Dialogic logo consists of the word "Dialogic" in a blue, sans-serif font. Above the word, the words "PLATINUM PARTNER" are written in a smaller, blue, sans-serif font. Below the word, the text "an Intel company" is written in a very small, blue, sans-serif font.

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