

Case Study

Vertical TeleVantage™

TeleVantage helps a large class-action law firm connect to clients efficiently and cost-effectively

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Romaine Scott, Partner,
Garrison, Scott, Gamble &
Rosenthal P.C.

Garrison, Scott, Gamble & Rosenthal is a successful class-action law firm with two busy offices. To maintain its strong reputation for excellence and client service, and reliably keep clients apprised of up-to-the-minute developments, the firm needs a telephone system that enables them to stay in touch without sacrificing time or quality of service. Unfortunately, Garrison, Scott, Gamble & Rosenthal realized its existing phone system couldn't keep up with increasing demand. At the same time, the firm was planning a move to a larger office space, and could not afford to have any downtime in phone service. The challenge was to identify a more reliable, efficient, and scalable solution that also offered state-of-the-art features. The firm chose Vertical's TeleVantage solution.

DELIVERING IMPRESSIVE VALUE, COMPREHENSIVE FEATURES

Garrison, Scott, Gamble & Rosenthal compared the features and prices of several systems. TeleVantage quickly impressed the partners with the wide range of features that were included in the base price, and with its ease of use and installation. “We shopped around,” said Romaine Scott, a partner in the firm. “Most of the standard features available with TeleVantage would have resulted in additional custom development costs elsewhere.” Upon installing TeleVantage, the firm immediately began realizing the benefits.

The attorneys and office staff were especially pleased with the way TeleVantage allowed them to remain connected during the move. Whenever a busy organization relocates, there is the potential for lost business and dissatis-

fied clients due to the disruption of the move, but TeleVantage kept things running smoothly. With its one-number call routing, incoming calls were transparently redirected to the attorneys' cell phones, home phones, or pagers – a process so seamless that clients never realized that their attorneys weren't answering the calls in the office.

EFFICIENTLY HANDLING INCOMING CALLS

TeleVantage also helped the firm manage its large numbers of incoming calls, saving time and improving client service and satisfaction. The caller ID feature allows the busy attorneys to decide which calls to accept, and which to send to voicemail for attention at another time. Similarly, they could easily prioritize voice mail messages so that critical case-related calls could be returned before less urgent calls.

TeleVantage provided the additional advanced features the firm needed without additional cost – and with no disruption to their business.

Even when not taking calls directly, the firm needed to be sure that clients calling in for updates on their cases could get the latest information quickly. With literally thousands of plaintiffs, such a task could have consumed an enormous amount of valuable time. Again, TeleVantage offered a simple and cost-effective solution. Thanks to its almost limitless expansion capabilities, the system was able to provide a separate extension number for each case; the voice mailbox for that case could then be updated as often as needed, providing clients with the latest information whenever they called.

FACILITATING OUTGOING COMMUNICATIONS

Another feature the firm found very helpful was computerized dialing, enabling attorneys to dial a phone number just by clicking on it. With literally hundreds of clients to call in a single day, and many with primary and secondary contact numbers, cutting as much as a minute off each phone call yielded a dramatic time savings – and also helped improve the bottom line. In addition, the automatic call log feature proved helpful whenever a phone number wasn't written down or had been misplaced, and one-touch call recording enabled a large amount of information to be documented or referenced in real time.

A TRUE ADVANTAGE

As a result of implementing TeleVantage, Garrison, Scott, Gamble & Rosenthal has seen

office efficiency steadily increase while realizing dramatic savings in time and money. Most important, the firm's clients are happy with the service they receive. Scott expressed confidence that as the practice continues to grow, the system will remain a vital part of its ongoing success. "We have grown with TeleVantage," he noted. "Thanks to this technology, the phone has become more than a necessity — it's also an effective tool for doing business."

ABOUT VERTICAL COMMUNICATIONS, INC.

Vertical Communications, Inc. is a leading provider of next-generation IP-based voice and data communications systems for business. Vertical combines voice and data technologies with business process understanding to deliver integrated IP-PBX and application solutions that enhance customer service and business productivity. Vertical's customers are leading companies of all sizes—from small to large and distributed—and include CVS/pharmacy, Household International and Apria Healthcare. Vertical is headquartered in Cambridge, Mass. and delivers its solutions through a worldwide network of systems integrators, resellers and distributors.

For more information on products and solutions from Vertical Communications, call 800-914-9985 or visit our website at www.vertical.com.



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