Vertical Wave IP Refreshes Communications for Southern Refreshment Services

**EXECUTIVE SUMMARY**

- Customer: Southern Refreshment Services (SRS)
- Industry: Vending, coffee service and micro markets
- Locations: Two buildings in Tucker, Georgia

**CHALLENGE**

- Replace obsolete Northern Telcom system
- Create transparent calling experience via seamless communications between two facilities
- Implement individual extensions, voice mail and call twinning
- Eliminate need to dial telephone numbers between buildings, and create consistent extensions between both locations

**VERTICAL SOLUTION**

- Wave IP
- WaveNet
- Wave ViewPoint
- Wave ViewPoint Mobile

**RESULTS**

- Increased productivity by simplifying communications between buildings
- Created proprietary extensions and voice mail for management and staff, including email integration
- Enhanced customer service by speeding response times
- Provided mobile employees with immediate access to corporate communications system from any location
- Made status and presence of all SRS employees visible to all users on system so staff can see who is on a call or available
- Allowed for communications such as instant messaging and office/warehouse paging from employees' smart phones

**Background**

Southern Refreshment Services offers vending and coffee machines for corporate and industrial kitchens and break rooms. Established in 1982, the company has grown from a two-person operation where the founders delivered merchandise from the back of their station wagon, to a major equipment and food service company serving the Atlanta area.

The company recently launched a plan to expand its coffee service division. One of the first steps was to move its secondary location to a new, 30,000-square-foot facility in closer proximity to the company’s main headquarters in Tucker, Georgia, to accommodate the potential growth of the coffee sector and physically bring its staff and operations closer together.

“We wanted to function as one, cohesive company, especially since we had just transferred a key executive to the new building to oversee the growth of the coffee division,” said Chris Hart, supervisor at Southern Refreshment.

One thing that was certainly not helping to unify the company was its legacy phone system. There was no connectivity between buildings, meaning that employees had to dial a separate exchange to reach colleagues in the other...
location. On top of that, the old, copper-based infrastructure utilized hardware from a vendor that had gone out of business long before. There were no basic telephony features like voice mail or direct extensions – not even for upper management. A receptionist in one building took messages by hand while an automated attendant screened calls at the other plant.

“If we got a call and weren’t in the office, it meant we returned to find a piece of paper on our desks,” said Hart. Often messages weren’t returned until the next day – or even later – if an employee was out of the office for an extended period. This slowed productivity, frustrated staff and hindered customer satisfaction as inquiries sat unnoticed on employee desks.

Solution

Enter Fulton Communications, a Vertical Communications® dealer with a considerable presence in the Atlanta area. After learning of the inadequacies of Southern Refreshment’s existing communications system, Rick Ferguson, a vice president at Fulton, introduced the company to the benefits of Vertical’s Wave IP unified communications platform.

Ferguson explained that with Vertical’s WaveNet application, the Wave IP solution could seamlessly connect both buildings, and would deliver the comprehensive range of powerful unified communications features and business productivity tools – including voice mail and direct extensions – that Southern Refreshment desperately needed to improve a number of core business processes. Ferguson also explained that all this functionality was included in Vertical’s singular licensing model, giving the company a feature-rich, low-cost communications platform that would grow along with it. Southern was on board.

The Wave IP’s award-winning ViewPoint UC interface consolidates all voice mail and email messages on each user’s desktop, and provides instant visibility to the availability of their colleagues, regardless of location. The company also opted to deploy the ViewPoint Mobile application to extend the full feature set of the Wave IP platform to employees’ personal iOS and Android devices.

Results

“With our old system, messages got answered when they got answered,” said Hart. “Sometimes they’d be passed along casually from person to person – not an efficient way to run a business. Now, our employees can reach each other simply by dialing an extension. They can also see the status of the person they need right from their desktop.”

Hart himself travels frequently. To keep in contact with the office, he uses ViewPoint Mobile to retrieve messages in real time and take advantage of features such as call forwarding, voice mail and presence management while in the field. No more returning to his office at 4 p.m. only to learn about an issue that had been brewing since 11 that morning.

“The whole system is so much more efficient,” Hart confirms. “It’s easier to pick up the phone and dial another staff member. It’s easier to add staff, and it’s easier for our customers to resolve their problems, because they aren’t bounced to an auto attendant. Who knew the investment in a new phone system could improve our flow of information so immensely? The Wave IP solution allows us to function better, plain and simple.”

For more information on products and solutions from Vertical Communications®, contact your Authorized Vertical Business Partner, call 1-877-VERTICAL, or visit www.vertical.com.