

# Customer Testimonial: TDS *managedIP*

“In a sales environment, there’s never been a way to measure the number of sales lost because of a poor communications system. With TDS’ *managedIP* service, we can be confident that our communication with a customer is consistent and clear.”

Kathy Jowett, Operations Manager



Window Design Center

## The Customer

From storm doors for residential homes to windows and doors for large scale commercial projects, Window Design Center delivers the best solutions for their customer’s budget and building type. According to company president Craig Patchin, “It’s all part of living up to our mission: Value people by providing the best window and door solutions.”

Window Design Center was purchased by the current owners in 1994 and grew a healthy 500 percent during its first 10 years. Located in Madison, Wis., the company has helped construct some of the finest residential and commercial projects in the region and has been a part of major historic renovations.

## The Challenge

The team at Window Design Center recognized a need for better communication with its customers. The company felt they were missing out on countless sales opportunities, either because potential customers were getting busy signals or phone calls had a bad echo, which made conversations near impossible. Some calls were even dropped mid-conversation.

To address its problems, Window Design Center switched from a landline-based service to an online communications system. The online system required daily monitoring and adjusting to make it function according to the company’s needs. This meant having one employee constantly monitoring and fixing the system.

In addition, the company’s 18 employees switch offices based on the needs of the business. This caused Window Design Center to incur expenses to rewire the system and reprint business cards with new extension numbers. They also had to pay an administrator to make the switch. The online communications system was inefficient and costly.

## The Solution

A robust communications system that guarantees no busy signals, creates call-logs detailing every incoming and outgoing call, offers flexibility to change inter-office locations at no cost, and enhances mobility: ***managedIP* from TDS.**

**The results:** no more missed calls, increased sales opportunities, and one employee freed up to focus on the business rather than the phone system.

Now, when Window Design Center employees switch offices, they simply unplug their phone, move it to their new office and plug it back in. *managedIP* automatically recognizes their IP address. No more re-wiring, reprinting business cards, or administrative fees to pay. The system also makes the sales staff more available to customers when they are out of the office.

1-866-9-TDSBIZ  
www.tdsbusiness.com



# Customer Testimonial: TDS *managed*IP

## Customer's Favorite Features

### Improved Productivity

- Call log—identifies every caller and can be reviewed on the phone and computer
- Integration with Outlook toolbar
- Click-to-dial on the computer, which automatically activates the speaker phone

### Greater Mobility

- Calls can be forwarded to all phones (home, office, cell), regardless of where the employee happens to be
- Answering calls from home and having it appear as if the call is being answered from work (keeps private numbers private)
- Ability to call in and change all settings remotely

**“With the old system, I worried that a customer could think, ‘If communication is this poor, what does that say about their business?’ TDS has given us the best possible solution to make certain we are handling our customer calls efficiently and effectively.”**

**Kathy Jowett, Operations Manager**

TDS *managed*IP customer

Since summer 2007



*Window Design Center*

