



Customer Testimonial: TDS® *managedIP*

"I'm a fiscally conservative guy with a choice of communications providers. When I saw the *managedIP* demo, I was impressed. I thought to myself, 'this looks way too useful and has too many bells and whistles, there's no way I can afford this.' Then my TDS account executive showed me I could get it all for about the same price I was paying for my existing phone system that was starting to break down."

Tony Cox, General Manager



The Customer

WFIV 105.3FM broadcasts music to the Knoxville, Tenn., area. They play everything from rock to reggae to blues and Americana. At WFIV, the music really does matter.

The Challenge

WFIV's phone system was starting to act up. It had been a good, functional system. Over the years it provided all the basics WFIV needed: auto-attendant, Voice Mail, page your phone, call to cell phone that a message was waiting. But the number of dropped calls was beginning to negatively impact customer service. Re-starting the phone system two to three times a week was becoming a real nuisance, not to mention an inefficient use of time.

The Solution

ManagedIP from TDS. It's a hosted IP service that WFIV believes gives them a competitive advantage. No more dropped calls. Customers' calls get answered quickly. The sales team is more productive, efficient, accessible, and successful. No need to reset the system—ever. And, *managedIP* keeps customers from being lost in Voice Mail.

Maybe it stops the customer from calling the competitor, which WFIV finds to be perhaps the greatest advantage of *managedIP*.

The results: greater availability to customers means more sales. Also, improved efficiency, productivity, better customer service, and more call control.



Customer Testimonial: TDS® *managedIP*

Customer's Favorite Features

Simultaneous and Sequential Rings

- Quickly connects customers with station personnel

Email Message Notification

- Messages sent to sales people's email address for automatic playback
- Calling into the office or Voice Mail to retrieve messages is no longer required

Microsoft Outlook® Toolbar Interface

- Calls can be routed to any location with just a few mouse clicks
- Convenient and efficient

Caller ID Pop-Up Window

- Pop-up window on computer screen shows employees who is calling
- Calls can be answered or sent to Voice Mail with a click of the mouse
- Allows multi-tasking without distraction

Unexpected Benefits

Adjusting Workstations and Settings is Easy

- Workstations can be easily modified based on staffing changes
- Simple mouse clicks give employees full control of their features

Sound Quality is Superb

- Sound quality on *managedIP* phones is better than they've ever had before

They've Got More Room

- Employee phones are the only *managedIP* equipment located at WFIV
- Offices are tidier thanks to *managedIP*'s single data connection for phone and computer

"The versatility of the service has helped my office save money and become more efficient. It's efficient and I don't see how other businesses operate without *managedIP*."

Tony Cox, General Manager

Work Stations: 11

managedIP customer since October 2009



1-866-9-TDSBIZ
tdsbusiness.com

94588/7-10/6418