

Quality teaming nets quality service



Ravon and Sable Technology Solutions partner to bring Hosted VoIP to Catholic United Financial Credit Union, redefining "seamless" and raising the bar on customer service

For the Catholic United Financial Credit Union, providing exceptional, high-quality financial products and services is key to building loyal lifetime relationships with its members. The organization takes a proactive approach to keeping them up to date and ahead of the curve with instruments and recommendations that capture and react to fast breaking regulation changes and economic conditions. Financial Service Reps interact with members in person, of course, but also online and by phone.

Improve Technology, Heighten Performance

In order to ensure that members continued to receive the ultimate in professional consultation, the organization wanted to update its telecommunications system. It was clear that they could improve call quality by replacing analog lines with modern digital SIP trunks and VoIP extensions. They also wanted to streamline their incoming call handling by adding Direct Inward Dial (DID) lines for the management team and adding an auto-attendant.

"Catholic United faced a challenge not uncommon to small business and organizations in that they really don't have a large number of users, but those they do have require some very sophisticated features to implement the kind of service and improvements they needed", notes

Tedd Lamm, Senior Consultant with Sable Technology. Sable consults with small and mid-sized companies, providing technology services and integrated business solutions. Catholic United turned to Sable for help on sorting through different technologies and approaches to upgrading their communications platform. They considered the addition of more lines from the phone company, the installation of a key system and the adoption of hosted VoIP services.

"Often in situations like this," adds Lamm, "unless there are hundreds of users to justify the upgrade, the features can drive the cost of the solution over the top." The network was also distributed across two different locations, and it was critical that calls be handled with the same level of professionalism and efficiency, regardless of how they are queued and routed.



This is one of those scenarios that made it easy to zero in on hosted VoIP as the solution of choice. Internet-based SIP trunking and powerful digital PBX features scale down and deliver big network capabilities at very affordable prices, often times even lower than single line flat rates from the phone company.

Of the hosted VoIP PBX providers considered, one stood out. Ravon was not only the lowest priced solution, but their team was the most proactive, responsive and quick to follow up. They worked with Sable to design a solution for Catholic United that fit their budget and time constraints. "We had to stop and start the project a couple of times due to some unrelated events," Lamm recalls, "and the Ravon team was always there when needed to answer questions (and I mean a lot of questions) and to move the project forward."

Ravon Hosted VoIP services scale down and deliver big network PBX features at low prices.

The Transition—Smooth and Seamless

Migrating to a new telecom platform tends to make people nervous. There are many action items that need to be taken care of and the order in which they're carried out is important. Trunks and lines have to be reconfigured, sound files have to be recorded and placed, accounts need to be set up with all the right privileges and users have to be trained. Things can get complicated and no one wants a service or business disruption.

Through the course of implementation, Sable Technology and Ravon worked together as a well-coordinated team to make sure cutover and porting went smoothly and according to schedule. Lamm took the lead in preparing for the installation, noting changes that needed to be made with the network, verifying the firewall was properly configured, setting and communicating expectations, anticipating potential problem areas and contingencies, and testing and follow up. Ravon project manager Bob Zangla supported the effort with detailed, step-by-step implementation plans and checklists designed to verify proper execution and head off any errors before cutover.

Lamm continues, "I've been involved with a number of conversions (both voice and data), and I have never had one go this smooth. All of the programming was completed up front as needed, the porting of the numbers went off without a hitch and everything flowed smooth. Bob supported the setup and training, and within 45 minutes the transition was complete. As far as Catholic United is concerned, this was a non-event. The new phones were set on the desk, and once the numbers were ported, they started ringing. The experience gave a whole new meaning to the term "seamless".

Poised for Success

Going forward, Catholic United Financial Credit Union is now equipped with the communication platform and tools it needs to achieve its relationship building and member satisfaction



goals. In addition, the new system and features improved efficiency and productivity.

- ▶ Call quality is significantly better.
- ▶ DIDs deliver calls directly to the management team rather than through an operator or IVR.
- ▶ Incoming calls can be picked up by anyone available.
- ▶ The auto-attendant answers and directs unanswered calls to the appropriate person or voicemail as needed.
- ▶ All users have their own feature-rich and highly customizable voicemail.

Ravon also enhanced the organization's image. The system handles calls more efficiently, and the new features empower people to take care of members more efficiently and professionally. "Our members like what they hear and appreciate how their concerns are handled," notes Terri Maloney, President of Catholic United Financial Credit Union. "The technology helps our people project a more professional image."

More Information

For a complete rundown on Ravon solutions, product and features, please visit www.ravon.net, or call **Ravon** at 1-866-RAVON-76.

For a comprehensive range of technology consulting services and support, and integrated networking and IT solutions crafted to fit your unique business needs, visit www.sabletechnology.com or contact **Sable Technology Solutions** at 651-994-8441.