



Your Business Phone Company

Case Study: Replacing an Old System

The Customer: Law Offices of Kim Jackson

The Old System: a Comdial DX-80 with 4 phone lines and 5 desk phones. Separate line for fax machine, and another line shared by two credit-card terminals.

Summary: Red Road Telecom service solved the initial problem and is providing benefits in both cost and functionality. Our no-cost system analysis revealed significant false claims by a competing vendor and prevented a very expensive mistake. **The customer is delighted with her new service and is paying 60% LESS than the competitive proposal, which included far fewer capabilities.**

The primary attorney has a home office that is linked via VPN router to the main office, so that email, files, and software can be shared easily between the two locations.

The voice mail component in the Comdial system failed, causing calls to be dropped instead of going to voicemail. The vendor said it would cost \$1,000 plus labor charges to replace the failed component. Alternatively they could provide a hosted service with 5 phones for the same \$1,000 and, they claimed, a substantial monthly savings compared with Red Road Telecom.

The Real Scoop on the Comdial System

A quick Google search revealed that the voicemail card for a Comdial DX-80 can be purchased for around \$80, and a complete replacement system including voicemail runs about \$250. The Comdial DX-80 system is no longer manufactured, so even though the cost of fixing this particular problem was nowhere near what the other vendor claimed, it still made more sense to look at a hosted service and get free of this outmoded hardware. The question was, which service would best suit the customer's needs?

Requirements

The complete requirement for this service includes:

- 5 multi-line desk phones
- A line to share between 2 credit-card terminals
- Dedicated fax line
- Internet service

In addition, the customer would benefit from a dedicated private bridge between the office and home, not only for computer networking but also for telephone service. Prior to making the change, the primary attorney was using her cell phone or home phone while working at home, neither of which was really satisfactory.

A conferencing system would also be beneficial. The customer has been using a mainland service that requires prior scheduling of all conference calls and is somewhat cumbersome to use.

The Other Vendor's Proposal

Presenting this as a "great savings" compared with Red Road Telecom, the other vendor proposed to provide:

- 5 multi-line desk phones

for a total monthly cost of \$185 plus tax.

At the customer's request, we calculated what the actual monthly cost would be of accepting this proposal. The customer would have to pay for:

- Shared line for credit-card terminals: \$50/month
- Fax line: \$50/month
- Internet service: \$50/month

So the real monthly cost of the competitor's proposal is **\$335.00 plus tax**.

Not only is that 60% more than the Red Road Telecom service, it's more than they were paying Hawaiian Telcom! There would be no savings at all with this proposal.

Red Road Telecom's Solution

We are providing:

- 5 multi-line desk phones (total of 20 lines)
- Shared line for credit-card terminals
- Dedicated fax line
- Faxology™ integrated fax-email-web service
- Internet service
- Conference Center Service

Total monthly cost: **\$207.75 tax included**

Additionally, we are providing:

- Private bridge to home office
- Internet service at home
- Replacement home telephone line
- Replacement home fax line
- Multi-line desk phone at home

And the TOTAL MONTHLY charge for home & office with all of the above services: **\$284.35 tax included**

Red Road Telecom provides superior service, unparalleled customer support, and a far wider selection of functions and features, and we included the home phone and Internet service and still came out 20% less than the competition's proposal for just the office service!