



Boy Scout Council Reduces Costs and Improves Communications

Westchester Putnam Council, Boy Scouts of America, is located in Hawthorne, NY. When its aging PBX began experiencing problems, management evaluated alternative voice solutions. Their system also lacked key features required to help their staff better communicate internally, with their remote offices and camps, and when traveling to and from events. Westchester Putnam selected Kinetech's Managed Business Telephone solution for their 24 in-house professional and support staff.

Westchester Putnam focuses its efforts on serving the needs of Packs and Troops throughout its 5 districts, and providing its staff and volunteers with productivity tools that help them succeed. "We take pride in supporting the needs of our local Cub Scout and Boy Scout adult volunteer leaders, and we count on Kinetech to ensure our phone service delivers the reliability and quality we need to help drive the growth of our business," said Steve Hammonds, Director of Support Services of Westchester Putnam Council.

Volunteers at the District, Pack, and Troop level, are looking for the ability to easily reach their Council representatives regarding planning of the many events that occur at the local and Council level, as well as activities at the local Scout Camps. Similarly, Council staff want to be easily reachable, as the bulk of the activity in a local Council is performed by the many volunteers and parents involved in the Scouting program.

Evaluating Telephony Options

Westchester Putnam sought out Kinetech to replace their aging telephone system, which was becoming less reliable, and repairs, outages, telephone replacements, and maintenance agreements were becoming a major expense and service disruption factor. Management originally considered repairing and upgrading their existing PBX. But they realized it would still be lacking key features needed to address the needs of its mobile staff. "Call quality was a major requirement, and we needed a phone solution that would be reliable seven days a week, 24 hours a day. And we didn't want a voice solution that would be a management distraction. We want our people totally focused on serving our, volunteers, so the idea of a cost-effective managed and monitored service was very appealing to us." Westchester Putnam has taken advantage of innovative features not readily available in traditional phone systems. "We didn't want to invest in a phone system that we'd soon outgrow," said Hammonds. "We don't have to worry about scalability, we just order new lines, and Kinetech ships us new phones when we need them, we plug them in and everything just works."

Relying on a Managed Service

When Westchester Putnam became a Kinetech customer, the firm immediately began to realize economic benefits. "The fee for activating the service was less than half the cost of purchasing and installing a PBX, and we were able to make our monthly phone charges a predictable expense. Kinetech offers a robust service that frees us from worrying about voice communications," stated Hammonds. "Implementation was smooth and we

were up and running in less than a day". The service was deployed to 24 internal staff and support staff". Westchester Putnam continues to add new phone numbers as it adds new staff. Each staff member has a Direct Inward Dial phone number." Westchester Putnam is now able to manage telephony costs as a forecast able expense. Hammonds said, "Our monthly phone charges are probably half what they would be if we were relying on an internally managed PBX, and as we add staff the cost curve is proportional and predictable. We have no hidden monthly costs and all the features we currently use are included in the monthly fee."

Taking Advantage of Productivity Features

Voice mails are automatically routed to each user's email account, allowing staff to benefit from the productivity advantages of relying on a single inbox for voice mail and email. According to Hammonds, "I receive voice mail 24 hours a day". "I can just view and click to play my messages", said Hammonds.

Leveraging Mobility

Our staff also take advantage of the call handling features such as one number access and find-me/follow-me. For example, a staff member or volunteer at a local event may use call forwarding to automatically send inbound calls to their cell phone. We also easily transfer calls and voice messages within the organization." Westchester Putnam currently has 24 users on the system. Callers can dial directly in to each staff member's phone number, and inbound calls to the main number are answered by a receptionist. If a call comes into the main number after-hours or while the receptionist is otherwise busy, Westchester Putnam leverages CrystalBlue's auto attendant feature to easily route the calls appropriately. "Staff and volunteers work long hours and they can easily

stay on top of all calls by reviewing their email from a Smartphone or PDA," said Hammonds. "Our staff is extremely reachable and can stay in close contact." "Callers naturally expect high-quality voice communications," he stated.

Creating a "Virtual Office"

Staff can now work transparently from a remote location using a "Duplicate" phone that mimics the behavior of their office phone—including their custom settings and preferences. This enables remote staff to always be in touch, as if they were in the main office location.

Staff work varied hours and spend much of their time out of the office working with local groups. Westchester Putnam has plans to take advantage of the "Hoteling" feature that allows staff to share a workspace and telephone when they are in the office. This will help to control costs by eliminating the need for additional space as they grow.

Call Quality and Reliability

"Our initial contact with parents, scouts, and volunteers is usually over the phone, so the quality of the service and the ease of quickly accessing messages and returning phone calls are important. Powerful and reliable phones are a necessity. The CrystalBlue Voice Service helps us communicate the value of our services. Our staff is readily available and incredibly responsive to voice messages, and the quality of the phone service communicates the sense of pride we have in our organization."

Dependable Service and Support

Since switching to the CrystalBlue Voice managed service, Westchester Putnam has benefited from cost effective reliable business phone connectivity, excellent call quality, and easy access to productivity-enhancing features.

To learn more about this managed telephone service for your business, contact a Kinetech representative today at:



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