



Customer Profile: Airfoil Public Relations

TeleVantage helps PR firm enhance service and save money

Airfoil Public Relations is a dynamic young company that specializes in shaping the images of technology-oriented clients.

Based in Detroit, Michigan, the firm has rapidly become a highly recognizable name within the public relations industry in the Midwest and nationwide. The firm's growth has been impressive, and in the little more than two years

Problem

- Airfoil Public Relations was relocating, and the existing phone system, which was rented from the property owner, couldn't be taken along.
 Since opening its doors, the company had outgrown its present location.
- The firm did not have a receptionist and needed a phone system that would be able to efficiently handle an extremely high call volume without losing any calls.
 Moving to a larger office space meant that Airfoil needed a new telephone system, as the existing one was rented from the owner of the offices being vacated. On many levels, Airfoil's increasing business needs had also outgrown that system's capabilities, and the move was the perfect time to upgrade to a new, more advanced and feature-rich phone system.
- The company needed a phone system with the features and expandability to provide dependable customer service throughout the company's continued growth.
 At Airfoil, the telephone is a critical component of everyday business. It is usually the first point of contact for potential clients, as well as a powerful tool for providing existing clients with outstanding customer service. During a typical day, the phone is used to deliver information to various media outlets, set appointments, schedule events, and most importantly, communicate results to clients. In an industry where image is the intangible item a public relations firm is trying to sell, as well as something it absolutely needs to positively convey about itself, the firm's telephone system must consistently promote the highest level of professionalism while remaining completely reliable, friendly and easy to use.

Solution

- Airfoil chose Artisoft's TeleVantage, a cost-effective and easy-to-use software-based telephone system.
- With the systems' many built-in features, including auto attendant and intelligent call routing, all calls are answered promptly and efficiently.
- By choosing TeleVantage, the firm has a telephone system that will promote Airfoil's image as a customer-oriented organization, while keeping pace with its future growth.

Result

- Airfoil eliminated \$40,000 in annual costs associated with monthly system rental, outside conference call service, and hiring additional support staff.
 - For a competitively priced, one-time investment, Airfoil has an advanced phone system providing more high-end features than systems costing considerably more.
 - TeleVantage has had a direct impact on Airfoil - promoting teamwork, increasing staff productivity and enhancing client service.
- TeleVantage: a Wide Range of Advanced Features in a Single, Cost-Effective Package**
- Jeremy Krol, Airfoil's controller, was tasked with finding a telephone system that would add value to the firm by offering many specialized features that the previous system didn't have, as well be more affordable than the \$300 monthly rental fee they were currently paying. Krol carefully researched his options and selected TeleVantage, Artisoft's software-based phone system. "It was the best bang for the buck," notes Krol. The new system was installed in little more than a day with no impact on Airfoil's daily operations.



Effortless Call Handling Ensures Smooth Operation

Airfoil experiences a heavy call volume, with a few thousand calls daily. But with the advanced call management capabilities of TeleVantage, the firm did not need to hire a receptionist, saving \$35,000 annually. The intuitive Windows-based graphical interface of TeleVantage enables Airfoil to handle all calls effortlessly and efficiently, while also increasing productivity. The personal status feature identifies who is available, out of the office or on another call so that the call is routed to the appropriate recipient every time. "Whoever answers the call can see who is calling and which account team member is available and then properly route the call. The phone system really is our receptionist and is handling the job well."

With a simple point-and click, conference calls can be easily coordinated without the need for an expensive third-party carrier, providing additional cost savings to the firm. Airfoil can instantly conference in a client to answer questions posed during a press interview, saving all parties involved valuable time and effort.

Call Recording Ensures Reliable Communications

Public relations is a communication-intensive industry, and the phone system is the primary link to many outlets. It is a proactive tool that can be used to communicate with the media, distribute image-building information or verify the facts of a feature story or news article. Krol finds the unique call recording feature of TeleVantage invaluable when conversing with the media. "We can go back and resolve questions regarding what exactly was or was not said in an interview," says Krol. Airfoil also finds the call recording feature very useful for archiving information, maintaining up-to-date files and easily sharing information among team members via e-mail.

TeleVantage Keeps Staff in Touch

Client service is another area where TeleVantage plays a major role at Airfoil. With the system's advanced "follow-me" call forwarding capabilities and flexible call rules, the staff stays readily accessible to their clients, knowing that they will never miss a call. "TeleVantage has become an integral part of how I do my job, because it makes sure that I'm never out of touch with vital calls," notes Krol.

TeleVantage transparently routes important calls to other locations – such as cell phone, home phone or pager, or even to another team member – during time-sensitive situations, such as press deadlines. "With TeleVantage, our account teams have a lot of options and flexibility for how they want calls handled," continues Krol.

CRM Integration Increases Productivity

Airfoil is leveraging the ability of TeleVantage to seamlessly integrate with other business applications to increase productivity and enhance internal communications. By integrating TeleVantage with Microsoft® Outlook®, a contact's record is displayed in a screen pop when they call. Staff can enter notes from conversations, so that the contact record stays current, and then share that information with other team members.

Customization Enhances Client Service

TeleVantage also enables Airfoil to offer something special to its clients – the personal touch. By recording personalized voice mail greetings for their clients and other important callers – which can be changed quickly and easily – Airfoil is able to provide a higher level of service than their competitors.

Airfoil easily coordinates the guest list for client events by creating an extension and customized voice mail greeting to track RSVPs. By supplying a unique extension, guests simply leave a message with the requested information – no staff member has to interrupt their workflow to answer the call. At the end of the day, the messages were played and responses were collected, keeping staff productivity on track.

TeleVantage Delivers a Competitive Edge

For Airfoil Public Relations, a company that has enjoyed rapid growth in today's marketplace, finding and maintaining the little "extra something" that allows a business to stand out among a crowd of competitors is a necessity. The effectiveness of TeleVantage, with its user-oriented features, easy administration and upgradeable technology, ensures that Airfoil will stay ahead of the competition.

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*Jeremy Krol
Controller
Airfoil Public Relations*



Artisoft, Inc.
5 Cambridge Center
Cambridge, MA 02142
800-914-9985
www.artisoft.com