



Customer Profile: Sigma Systems

Software Company Uses Artisoft's TeleVantage to Deliver Highest Quality Service to Their Customers

Sigma Systems, Denver-based developer of software used to administer financial aid programs in top-tier colleges

and universities, needed a new telephone system that would be operational when they moved into their new

building the following week. Offering high-end flagship products along with a new, lower-priced product

Problem

- Sigma Systems needed to purchase a scalable and reliable phone system quickly for their new corporate headquarters.
- The new system had to be flexible and customizable to meet the needs of diverse customers and product lines, cost efficient and yield continuing benefits over time.
- It had to be able to scale to keep pace with a rapidly growing business – and it had to allow Sigma Systems to create a small business call center without expensive add-on equipment.

Solution

- Sigma Systems chose Artisoft's TeleVantage, a software-based phone system.
- TeleVantage offered unprecedented flexibility and scalability.

Results

- TeleVantage was installed quickly and easily.
- Sigma Systems was able deliver outstanding customer service without extra cost, raising the call completion rate by nearly 50%.
- With TeleVantage, Sigma saved over \$80,000 annually in increased employee productivity.

— for which they already had hundreds of orders — Sigma needed to be sure their telephone

system would provide the level of service and efficiency that each type of customer requires. With

a phone system already on order, Sigma chairman Jim Farmer learned about TeleVantage, the

intelligent software-based telephone system from Artisoft.

Investing in a Phone System for the Future

Sigma Systems had been using a traditional proprietary phone system for the last decade. Buying a similar one, with its limited capabilities, proprietary equipment and certain obsolescence, was not an attractive option. They needed to remain flexible and gain the ability to later implement a small call center.

According to Farmer, the choice essentially revolved around three questions: Does the phone system do what I need it to right now? Will it have the technological support to stay current and reliable? And, will it be customizable and flexible enough to serve our different types of customers, and to expand as the company grows? With TeleVantage, Sigma Systems has the flexibility of adding extensions as the company grows — clearly an advantage over 'fixed' proprietary systems. And with their firm commitment to customer service, Sigma would need to divide up incoming calls and seamlessly route them to the right people. The intelligent call routing of TeleVantage offered a straightforward solution to what had been a vexing issue.



Capabilities and Corporate Commitment Made TeleVantage the Clear Choice

"As important as the product features are, we also looked closely at Artisoft as a company," said Farmer. "Artisoft understands the requirements small businesses have. They created this product just for companies our size, not for a home office or a large corporation."

Quick Return on Investment

"TeleVantage fits the way we work," continued Farmer. "For example, our phones are now portable. When our people go to someone's office, they take their phones with them. It turns out that the call completion rate (getting the person the caller intended) has gone up significantly. And the fact that we have a computer display and know who is calling lets us make a decision on how to handle each call. That probably saves 15 to 30 minutes of a programmer's time per day - 5 to 10 hours a day altogether." The intuitive Windows-based interface of TeleVantage identifies callers and enables the user to begin, return, transfer, conference, and forward calls as well as easily manage voice mail with a simple point-and-click. The savings from using TeleVantage proved to be many times greater than the cost of purchasing the product.

Customers Notice Improved Quality of Service

Sigma Systems has increased the number of sets on their TeleVantage system to 32 phones, and will benefit from the system's ability to expand up to 264 phone lines. With Sigma's lower-priced products now on the market, the company is prepared to handle the increased call volume. In addition, significant increases in personnel productivity are saving Sigma over \$80,000 annually. "Our call completion rate has risen nearly 50%," said Farmer. "Our customers are able to reach the right people, and those people are more efficient and productive in the way they help each customer. Our customers like it because they are on hold much less than before."

TeleVantage Rises to the Occasion

The TeleVantage system has been operating problem-free since its installation - a task that took only a few hours on the weekend before the new headquarters opened. The phones were up and running the first thing Monday morning. "We have had outstanding success with TeleVantage," said Farmer. "We have found a product that really is an open, standards-based system and will work for us for many years."

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*Jim Farmer
Chairman
Sigma Systems*



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