



Case Study

AT A GLANCE:

The Client:

Billhorn Converters,
Greenville, SC

The Business:

Paper manufacturers, 6
locations in 3 states

The Objective:

Improve communications,
reduce costs & complexity

The Solution:

Star2Star Business Internet
Telephone System



Billhorn Converters covers the country with Star2Star

Billhorn Converters has been manufacturing, processing, and distributing paper products since 1990. Over the years, the company has grown and expanded into six locations in three states. Unfortunately, their communications costs were growing faster than the business.

Billhorn's existing phone system didn't have voice mail or multi-party conferencing, so the company purchased those services on a pay-as-you-go basis. Each of the company's six locations had its own phone lines and numbers, but there was no easy way to transfer calls from one office to another. More importantly, calls between business locations were placed as ordinary 10-digit toll calls. This had the dual side effects of increasing telephone costs while discouraging inter-office communications. Incoming calls to each location came to the receptionist's desk, so after hours calls went unanswered.

George Harmon, Controller at Billhorn, decided that there had to be a better way to manage the company's telephone communications. Harmon contacted TELECO, a Star2Star dealer in nearby Greenville, SC. A representative from TELECO examined Billhorn's telephone system and phone bills and recommended a Star2Star Business Internet telephone system.

TELECO's technicians installed the Star2Star system alongside Billhorn's existing telephone systems at all six Billhorn locations. Billhorn employees were able to use the new Star2Star phones to make outgoing and inter-office calls allowing them to become familiar with the new system before the cut-over date. Star2Star's number porting specialists transferred all of Billhorn's published and private DID numbers over to Star2Star. On the cut-over date, the old phones stopped ringing and incoming calls began routing into the new Star2Star system.

The arrival of the Star2Star system had several immediate positive effects on Billhorn's operations:

- Inter-office calls – which had previously been dialed as long-distance calls – are now free calls. Every extension in Billhorn's facilities is just five digits away from any other. Billhorn employees can call each other as often and for as long as they like without regard to cost.
- Telephone conferences – previously a pay-as-you-go service – are now widely used, improving communications and increasing collaboration.
- Key employees are reachable any time using Star2Star's find me / follow me call routing - even if they are out of the office and on their cell phones.
- Incoming calls at any location can be transferred to any extension, so customers don't have to hang up and dial a different number.
- After-hours calls are automatically sent to a ring group that rings at the other Billhorn locations. Incoming calls to the main office (in the Eastern time zone) can be answered by a receptionist in Louisiana or Washington state up to three hours after the close of business on the East coast.
- All employees now have access to state of the art, unlimited voice mail with the option to send new voicemails to their e-mail inboxes.

Mr. Harmon is very pleased with the Star2Star system, commenting, "we operate much more as a close-knit unit now." Perhaps the most impressive result of the change shows up on the bottom line: The Star2Star system saves Billhorn around \$700 in monthly telephone charges.

But the story doesn't end there. Instead of pocketing the savings, Billhorn management used the savings to fund the purchase and operation of three HD video conferencing systems. The video conferencing systems reduce executive travel expenses and further contribute towards pulling employees together, even though they are scattered across the country. The videoconferencing systems also allow Billhorn staff to interact more closely with key customers and suppliers.

Your local Star2Star Dealer:



Rick Cooper

Avante Solutions Inc.

Phone: 828-351-9520

rick.cooper@avantesolve.com

For more information, contact:

Les Freed • Director of Media Relations

Star2Star Communications, LLC

600 Tallevast Road, Suite 202 • Sarasota, Florida USA 34243

Tel: 941-234-0001 X109

lfreed@star2star.com

www.star2star.com