



Case Study

AT A GLANCE:

The Client:

Select Care Benefits
Network, Austin, TX

The Business:

Patient Advocacy

The Objective:

Add features, improve
reliability, reduce costs

The Solution:

Star2Star Business Internet
Telephone System



Select Care Benefits Network Saves with Star2Star

When Gerry Ball needed to add a call recording feature to his company's existing phone system, he called his telecom dealer and asked for a quote. Ball is VP of Sales for two related companies, Select Care Benefits Network and Medigap 360, both located in Austin TX. The companies operate two call centers on opposite sides of town.

The larger of the two call centers was using an aging Nortel analog PBX with about 100 users. The smaller call center had 30 agents using a hosted VoIP solution. But Ball wasn't satisfied with the call quality or the reliability of the hosted solution. To complicate matters, both businesses were growing rapidly, and a facilities move was inevitable.

When Ball received the quote, he couldn't believe his eyes: \$70,000 to add call recording to an essentially obsolete PBX system. That quote was the impetus he needed to begin his search for a better solution.

Ball evaluated several VoIP products, but none offered the combination of call quality, reliability and disaster failover that he needed. Finally, he met with representatives from The Comtel Group, a Star2Star dealer based in Costa Mesa, California.

Comtel's analysts looked at Select Care's business needs and performed an audit on their existing telephone and Internet connection costs. Comtel recommended installing the Star2Star system with the StarCenter call center option at both business locations, using Star2Star's line pooling feature to share trunks across both locations.

StarCenter allows system administrators to create sophisticated call queues to manage large number of incoming calls, and includes call recording as a standard feature.

Switching to Star2Star offered several major benefits over the alternatives:

- Since Select Care opted to lease their Star2Star system, their out-of-pocket costs were \$0.
- Overall telecom expenditures dropped from \$14,700 per month to around \$6,000 per month with Star2Star, a savings of over \$8,000 per month - including the lease payment on the Star2Star system.
- Both locations have a unified dial plan, with inter-office direct dialing. There is no charge for inter-office calling.
- Key employees never miss a call, thanks to Star2Star's innovative Find-Me / Follow-Me call routing.
- The unified Star2Star system provides unlimited conference calling and voice mail (with email and SMS notification) to all users at both locations.
- The entire system can be administered from any web browser, anywhere.
- Star2Star's excellent disaster recovery options provide business continuity in the event of a power or Internet outage, equipment failure, or other disaster.

In addition, the Star2Star system met another of Ball's important criteria: He knows that the company will need to move to a larger facility soon, so he wanted a system that will be easy to move.

Having worked in the telecom industry, Ball knows that installations and switch-overs don't always go as planned. To insure business continuity, Ball opted to install the new system alongside the existing PBX. Between the two locations, Select Care had over 100 local and toll-free numbers that were ported over to Star2Star. While the numbers were being ported, users placed outgoing calls using the new Star2Star system. Once the numbers were ported over, the old PBX was shut down and removed.

About Star2Star:

Founded in 2006, Star2Star Communications is re-inventing the phone company for the Internet age. Star2Star's unique technology provides users with innovative features that increase productivity while decreasing monthly communications costs. Star2Star products are sold through a diversified international network comprising master distributors, master agents, wholesale distribution partners and individual certified installing dealers.

Your local Star2Star Dealer:



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