

# TOSHIBA

Leading Innovation >>>

## Strata CIX VoIP Business Communication System

Toshiba Is Assurance for Reliable Communications at Capitol Preferred Insurance Company and Southern Fidelity Insurance Company

Capitol Preferred Insurance Company Inc. and Southern Fidelity Insurance Company Inc., sister companies located together in Tallahassee, Fla., provide residents of Florida, Georgia, Louisiana and South Carolina with competitive property insurance products and services.

Today, Capitol Preferred and Southern Fidelity have relationships with hundreds of independent insurance agencies in Florida, Georgia, Louisiana and South Carolina, which market both companies' portfolios of products and services. Both companies provide property insurance policies for homeowners, condominiums, renters, fire, and flood and currently have nearly 140,000 active policies.

Their state-of-the-art online services give insurance agents 24-hour access to policy documents, claims services, policy quotes, and payment options. Their knowledgeable and friendly support staff provides telephone support to 28,000 incoming calls each month.

To support its insurance agents, Capitol Preferred and Southern Fidelity wanted a voice communication system that would deliver exceptional call center features, unbeatable reliability, in-house administration capabilities, and the ability to maximize uptime in the event of emergencies or natural disasters. To meet their objectives, the company turned to Authorized Toshiba Dealer Black Box Network Services, also of Tallahassee, Fla.



Corrie Melton of Authorized Toshiba Dealer Black Box Network Services, right, helps Kristie Mock utilize the chat function of Toshiba's Strata ACD Call Center Solution.



Corrie Melton of Black Box Network Services recommended the Toshiba system, which helps eliminate downtime during natural disasters.



Aron Williams, programmer, of Capitol Preferred Insurance, worked with Corrie Melton of Black Box Network Services to maximize the Toshiba Strata ACD Call Center Solution.

### Mission: Maximize Call Center Capabilities, Accommodate Growth and Administrate Internally

For day-to-day communication, the call center is the heart of the companies' operations. With more than 28,000 calls coming into the call center every month, it's important that they be routed, answered and handled as efficiently as possible.

Toshiba's Strata® ACD Call Center Solutions meets the companies' goals of delivering expanded features, including Net Phone™ with Chat instant messaging, and extensive management, monitoring and reporting capabilities.

Jim Graganella, president and CEO of both Capitol Preferred Insurance Company and Southern Fidelity Insurance Company Inc., said "Telephone communication is the lifeblood of our business. Our insurance agents and customers communicate primarily with us by telephone. Our system has to be reliable, durable and stay functional even during natural disasters. We can count on our Toshiba system to do just that."

### Solution: Toshiba Strata CIX Meets the Firm's Goals

Corrie Melton, director of sales and marketing at Black Box Network Services, recommended Toshiba's Strata CIX™ IP business communication system for the insurance firm.

She said, "The insurance companies require unbeatable reliability in their telephone system for their call center agents to service their insurance agents and customers, especially during natural disasters and emergencies. We recommended the Toshiba Strata CIX system for its dependability and its unmatched seven-year warranty, the longest in the industry."

The companies' new system includes a Toshiba Strata CIX670 and a Toshiba Strata ACD Call Center Solution that supports more than 70 call center agents. All of the voice applications reside on the Toshiba Strata Media Application Server (MAS), including voice mail, Strata ACD Call Center Solution, and Toshiba Net Phones.

## Result #1:

### Exceptional Call Center Capabilities

Toshiba's call routing feature routes callers to the agents within 12 ACD groups as selected by the caller in the Automated Attendant menu. The ability to offer a variety of ACD groups ensures that callers get transferred to the appropriate agent in the right ACD group with minimum wait times. Toshiba's Strata ACD allows for simple set-up of easy-to-navigate menus, making the menu system easier for callers and improving the speed and efficiency of call routing for agents and supervisors.

Call center agents use either Toshiba's digital desktop telephones or Toshiba Net Phones, depending on the group. The Net Phones are integrated with the companies' database, so agents have customer files at their fingertips. In addition, Net Phone's Chat feature allows the agents to instant message with supervisors during a call without the caller ever knowing. Kristie Mock, executive administrator for the firm, said, "For difficult or complicated calls, the agents can initiate chat sessions with a supervisor who can help them through the calls."

The Strata ACD Call Center Solution's robust management capabilities ensure that supervisors can monitor the system in real-time, viewing how many calls are in process, in queue, call duration, and calls completed. They can see which agents are logged in and can easily monitor breaks, lunch hours, overlaps, shift changes, and calls that are taking an inordinately long time. Extensive reporting capabilities allow supervisors to staff appropriately and plan for peak periods, thus maximizing resource allocation and productivity as well as delivering the highest level of customer service possible.

The Recording function within the Strata ACD Call Center Solution allows calls to be recorded for future use, including training purposes or to verify information.

## Result #2:

### Intuitive In-house System Administration

Toshiba's eManager® administration tool allows Byron Wells, the firm's IS manager, to handle in-house administrative tasks without requiring a service call from the dealer. He can handle tasks including adds, moves, and changes, voice mail box set-up, and updating the Automated Attendant menu, plus recording outgoing greetings for the menu system.

Wells said, "With eManager, we can handle our day-to-day needs, set up our own menus and even implement holiday modes for outgoing greetings. Toshiba has made it very easy for us to manage our own system without needing a service call."

## Result #3:

### No Downtime During Emergencies and Disasters

The firm can depend on its ultra-reliable Toshiba voice communication system during times of emergency and natural disasters.

Graganella said, "Toshiba has the reputation for having the most reliable telephone equipment available and has backed it up with a seven-year warranty, the industry's longest warranty available. Between its reputation and its warranty, we are confident that our Toshiba system will keep working even under dire conditions."

## Result #4:

### Toshiba Delivered the Best Price and Warranty for the Industry's Most Robust, Dependable Phone System

Toshiba was the clear winner among the bids received by Capitol Preferred and Southern Fidelity because it delivered the most robust and dependable voice communication system at the best price and with the longest warranty.

"Toshiba's Strata CIX was the best-priced business communication system with the most features plus the ability to upgrade, migrate and grow as our company expands," Graganella added. "Toshiba absolutely was the right choice."



*Jim Graganella, president and CEO of both Capitol Preferred Insurance Company and Southern Fidelity Insurance Company Inc., thanks Carrie Melton of Black Box Network Services for the Toshiba system that has helped his companies improve efficiency and increase customer retention.*

## Bottom Line:

### Increased Customer Retention and Improved Productivity

With Toshiba's Strata ACD Call Center Solution, incoming calls are routed more efficiently, resulting in nearly every call being answered by a live agent. This has contributed greatly to the firm's increased customer retention.

In addition, Toshiba's call center management and reporting capabilities have helped the firm's supervisors better manage staffing, provide support to call center agents, and maximize resources.

Most of all, the Toshiba telephone system is reliable, even in natural disasters and emergencies, providing the peace of mind that insurance agents and customers can get through when their needs are most essential.

"Our Toshiba system gives us the assurance that our insurance agents and customers can reach us when there is an emergency," Graganella said. "Plus it gives us the flexibility to expand and change the system to suit our growing needs. We have the ability to add feature modules and endpoints, use IP when we're ready, and add mobility as needed."

He summed it up by saying, "Just like our customers depend on us for insurance, we depend on Toshiba. Whatever the future holds for us in the area of communication, Toshiba can deliver."