Star2Star® COMMUNICATIONS

Case Study:
Thunder Technologies

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The Company:
Thunder Technologies LLC is a provider of hose assemblies and cut rubber based in Rochester Hills, Michigan. The company manufactures a wide variety of hose and cut rubber products, including metal, rubber, and PTFE hoses, rubber sheets, rubber rolls, rubber strips, and gaskets.

Thunder Technologies is heavily dependent on their telephone system for all aspects of their business, but it is most important when it comes to sales. A large portion of Thunder Technologies' sales are conducted at least partially over the phone. The company needed a phone system that was easy for employees to use but had enough professional features to project the right image to customers. "Our phone system is for marketing, it's more like a tool in that aspect."

The Problem:
Thunder Technologies was saddled with an aging phone system that had served the company for more than 15 years. Founder Marc Kalinowski contacted Jim Walling, who had sold him the older system more than a decade earlier. The decision was made to upgrade from an analog line system to a more advanced VoIP system. Star2Star Communications was chosen and has exceeded expectations.

Thunder Technlogies Turns to Star2Star

The majority of Thunder Technlogies' business is conducted over the phone. When they needed a new system, Thunder chose Star2Star for its ease of use and professional image.

The Solution:
Star2Star's Complete and Scalable Cloud Communications Solution saves Thunder Technologies time and money every month. "The ability that the phones have to turn themselves on and off really saves us, both in terms of money and time. "

What has most impressed Thunder Technologies' employees is the ease with which Star2Star's system can be learned. "The programmability is very easy compared to other systems." Easily learned, phone operations only get easier with increased familiarity. "The online system is just great. The phones (operate) so easily."

Star2Star features desktop IP phones from Polycom.

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