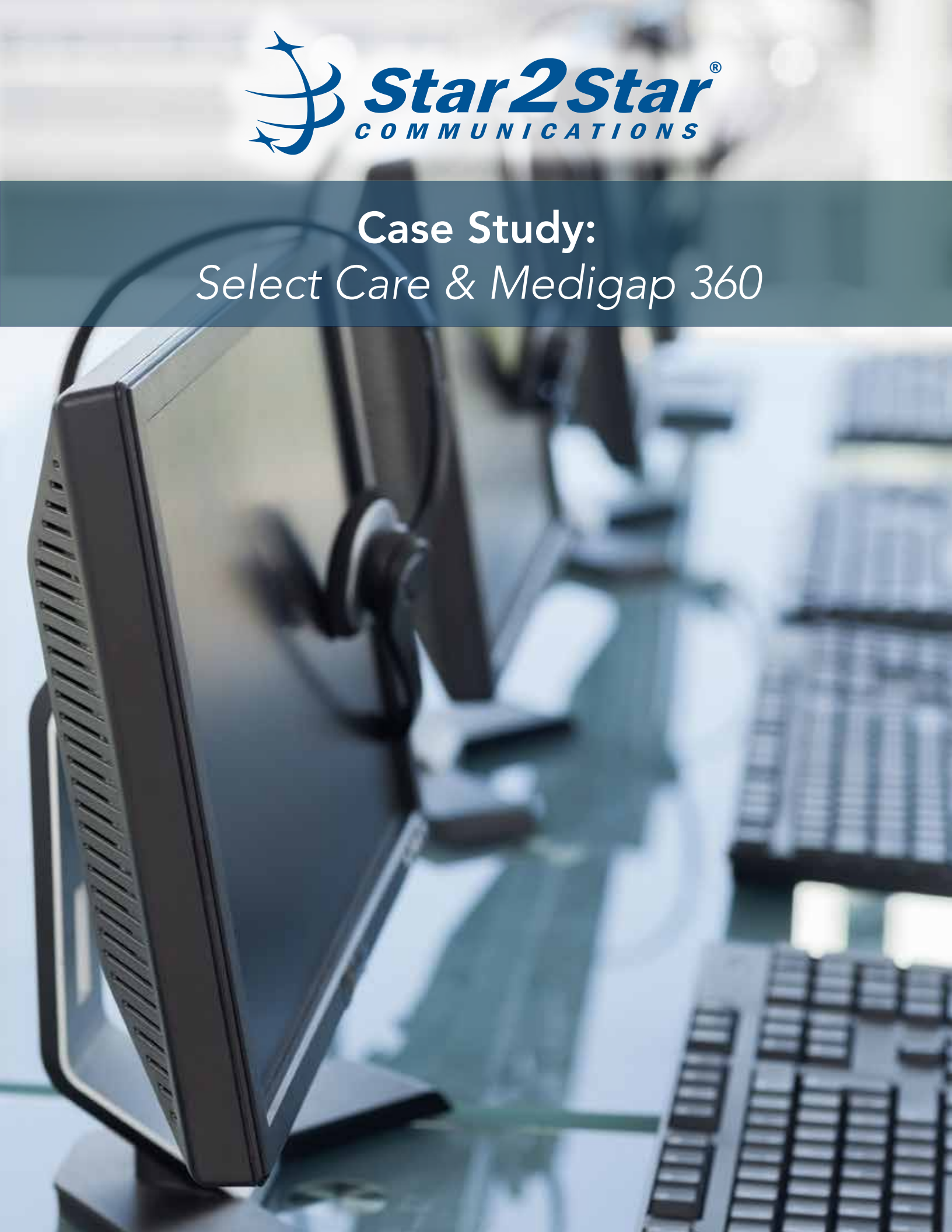
Star2Star® COMMUNICATIONS

Case Study:
Select Care & Medigap 360



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The Companies
Gerry Ball is Vice President of Sales for two related companies, Select Care Benefits and Medigap 360, both of which are based in Austin, Texas. The companies each operate a separate call center, which are located on opposite sides of the city.

The Problem
The larger of the two call centers was using an aging analog PBX with about 100 users. The smaller call center had 30 agents using a hosted VoIP solution. Unfortunately, the hosted solution was proving unreliable, and it was impacting call center operations. Despite reliability issues, both businesses were growing rapidly, and a facilities move was inevitable.

However, Mr. Ball had a more pressing concern. He needed to add a call recording feature to the phone system of both companies. He called his telecom dealer and asked for a quote. When the quote came in, Mr. Ball couldn't believe his eyes. The cost of adding call recording to an essentially obsolete PBX system was going to be $70,000. Mr. Ball immediately began looking for a better communications solution.

The 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 a Star2Star reseller .

The reseller's analysts looked at Select Care's business needs and performed an audit on their existing telephone and Internet connection costs. They 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 numbers of incoming calls, and includes call recording as a standard feature.

Select Care
Saves With Star2Star

Select Care's old phone system was holding them back. Their new Star2Star system delivers the reliability and features they needed - along with amazing cost savings.

The Results
Switching to Star2Star offered several major advantages over the competition:

- 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.

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