Star2Star COMMUNICATIONS®

Case Study:
Dress For Success - Cincinnati

Dress For Success Cincinnati *is a non-profit dedicated to promoting the economic independence of disadvantaged women by providing professional attire, a network of support, and career development tools to help them thrive in work and life. The organization operates out of a main office and runs the 4th Street Boutique retail outlet, which provides business attire to participants.*

Dress For Success Cincinnati had been using the same phone system for many years, and the system was no longer functioning very well. It also lacked a number of features that were important for the organization's operations. Not all of the users had access to voicemail, and there was no conference calling solution.

When Dress For Success Cincinnati needed to move their main office to a new location, they called in Advanced Technology Consulting (ATC), a Star2Star Communications partner, to help them transition their phone system. ATC discussed the organization's situation, and it was decided that it made far more sense to install a brand new system in the new office than it did to move the old one. However, the organization was completing the move in a month, typically not enough time to install a new system. Luckily, ATC and Star2Star could not only meet the fast-track deadline but also resolve all of the issues Dress For Success Cincinnati was having with their existing solution.

ATC and Star2Star were able to connect both the main office and the 4th Street Boutique onto the same account, simplifying billing and enabling free calls between the two locations. Between the two locations, Dress For Success Cincinnati's system incorporates more than 20 handsets, and the virtually unlimited scalability of the system means that it will be easy to add more in the future as the organization grows.

The Star2Star system also added a number of new features that have improved how Dress For Success Cincinnati interacts, both internally and externally. All of the organization's staff members now have their own unique numbers (DIDs) and voicemail accounts. Find Me/Follow Me automatically routes call from desk phones to cell phones, and voicemail can be accessed remotely via email, keeping staff in contact when they're on the go. Cloud-based auto-attendants can now provide information to callers and properly route their calls. Dress For Success Cincinnati now has the advanced and reliable phone system the organization needs to meet the needs of the people it serves.

According to Tracey Zwick, associate director of Dress For Success, "ATC was a pleasure to work with throughout the process of identifying and installing Dress For Success Cincinnati's new VoIP system. From making thoughtful and thorough recommendations that not only meet our current needs but will grow along with us to executing a challenging installation on an extremely tight timeline, ATC's work was outstanding and always on time. They not only understood, but anticipated our needs and were readily available to provide training and support."

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