



MSGI Telecom Solutions
An Authorized Avaya Partner
ph 1.877.MSG USA1
www.mwgusa.com



Solution

- Avaya IP Office
- Avaya VoiceMail Pro
- Avaya Phone Manager Pro
- Avaya 5400 Series Digital Telephones

Why Avaya?

“In our business, quality of communications is very important because we work closely with customers to determine what should be offered in their machines. In selecting our telephony system, Avaya’s proven reliability was the most important differentiator. Beyond that, we were pleased to find a solution that could grow with us and supply advanced capabilities that would improve our business processes and enhance our customer service.”

- Marcie Braddock,
Project Manager

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Customer: A Matter of Taste
Location: Northridge, California
System Displaced: 3Com

Industry: Food Services
Number of Employees: 25

A Matter of Taste (www.amotservices.com) is a family-owned upscale food business that provides café-style fresh sandwiches, salads, entrees, and other high-quality meal/snack items via modern automated equipment installed at hospitals, schools, businesses, and other organizations in the Los Angeles area.

Challenge

The company’s original three-line phone system had numerous drawbacks. There was no way to transfer calls and no way to page people, so when calls came in, the call taker had to physically locate the intended recipient. The system did not offer voicemail. After-hours emergency calls went directly to the personal cell phone of the Vice President of Operations, with no screening capability. When the company moved to larger facilities, management purchased a 3Com system but found it was unstable and unreliable. An Avaya Authorized BusinessPartner recommended Avaya IP Office as a solution that offers small businesses a scalable, state-of-the-art solution for telephony, messaging, networking, conferencing, customer management, and unified communications.

Results

- **Connectivity and reliability:** With personal extensions, transfer capability, paging, and auto attendant for after-hours, employees can receive calls more quickly and efficiently. They can access messages either by phone or by computer. The system has proven to be highly reliable, with virtually no outages or downtime.
- **Enhanced user satisfaction and productivity:** Employees experience greater productivity with more efficient tools for serving their customers. They are no longer frustrated by lost or garbled messages retrieved from the answering machine, and they appreciate being able to prioritize calls on their PCs. The off-hours duty person can screen calls.
- **Outstanding customer service:** Customers reach company personnel quickly and receive answers to their inquiries in expedited fashion. All calls are answered in person during business hours. During after-hours, routine messages are recorded in individual voicemail boxes, rather than on a message machine that serves the whole company; emergency calls are routed directly to the on-call person. These enhancements help the company to deliver on their promise of superior customer service 24/7, which is essential for gaining new business and retaining customers.
- **Investment protection:** The IP Office solution offers scalability to meet almost every future need of the business.

“ **Our IP Office solution provides all the tools we need to meet our high standards of customer service. Our employees love the many features that it offers, and it has proven to be extremely reliable.** ”

- Marcie Braddock, Project Manager