NEC

NEC SP310

Expanding your Borders

Most businesses work within what they call "their territory". For some, this means the entire country; for others it means the state they are in; and for others it is the city they are located in. While most agree it would be nice to expand to new markets, the cost to duplicate your front and back office is prohibitive. How do you call on new customers? How do you service them? Will they even consider doing business with someone they consider an outsider?

Your borders become less apparent when you equip remote employees with an NEC SP310 Softphone. The NEC SP310 Softphone is a software application that delivers telephone service from your SV8100 telephone server to a users computer. They get their own extension, voice mail box, and access to the features employees inside the brick and mortar building enjoy.

Lets look at two examples where a company was able to successfully push out their borders and capture more profitable business. Both companies were able to accomplish their goal by deploying employees in territories and equipping them with the NEC SP310 Softphone.

The first company, "Famous Lighting" sells commercial light bulbs. They have been successful for years, having built a good reputation by offering fair pricing and great customer service. Because they were physically located in Milwaukee, WI, most of their customers were located within a two hour drive of Milwaukee.

Opportunity struck. A very large opportunity located in Atlanta, GA met them at a trade show and heard about their excellent reputation. As a business owner you need to make a business decision; how do I maximise my chances of obtaining this new business and make sure my costs are low enough to make this business worth while?

In this real life case, the owner hired a sales person in Atlanta with good account management skills and equipped him with an SP310 softphone. They had the best of both worlds; a local presence but still "connected" to the back office. The large

opportunity was pleased and became a good reference. Soon, the Atlanta sales person was bringing on other new customers.

The second company, "Medical Specialists*" repairs medical equipment in hospitals and clinics. They're based in Milwaukee, WI and had identified seven other territories they wanted to be active in. Since they provided service that needed fast turn around time they placed an engineer in each territory. This was a cost of doing business in these areas. The company also had a four person call center that was the front line for support calls. Many problems could be taken care of over the phone.

The owner realised he was over staffed. Each territory engineer had several hours each day that was nonproductive. Doing simple math, the owner realised that if they could recapture some of the engineers nonproductive time, it would go right to the bottom line.

The solution was simple. He equipped his remote engineers with the NEC SP310 Softphone and had them assist in the call queue during their non-productive time. It couldn't have been better; queue wait times decreased and one of the inside agents was reassigned to do other duties.

Both of these examples are taken from real companies. There are many ways a business can push out their boundaries. The SP310 Softphone is the glue that ties it all together.