



Case Study: Terrance A. Smith Distributing, Inc.

Gibson Teldata Gives Terrance A. Smith Distributing More Features on Tap with Cumulus Enterprise Hosted Phone Service

Fun fact: Beer is one of the oldest and most widely consumed beverages in the world, and the third most popular drink overall after water and tea. It's what's kept Terrance A. Smith Distributing in business for more than three generations. That and its focus on excellent customer service.

So when the company's legacy Nortel phone system could no longer keep up with the distributor's need to keep up with its customers, it was time for an upgrade.

"We needed to replace our aging phone system with a more modern one to better serve our customers, retail partners and suppliers," explained Terrance Smith Jr., fourth-generation owner and operator of his family's distribution business.

The Anderson, Indiana-based beer distributor currently distributes more than 270 alcoholic and non-alcoholic beverages representing many regional and local suppliers to retail partners covering 2,000 square miles in Madison, Hamilton, Delaware, Wayne, Henry and Blackford counties. It's also recognized by Anheuser-Busch InBev, the world's largest brewer and Smith's largest supplier, as one of its elite distributors across the country, honored annually with the beer giant's Ambassador of Excellence award.

*"If there is one thing I could tell a prospective Gibson Teldata Customer, it would be, if you need a new phone system **don't wait**"*
– Terrance Smith, Jr. Vice President

Cloud Capabilities Improve Customer Service

"Giving our internal and external customers excellent customer service is paramount," continued Smith. "We needed the ability to review calls for quality assurance and to give our employees the ability to communicate when they were outside of the office with access to voice mail, which is critical in the fast-paced industry we serve. Our old Nortel system just didn't have those capabilities."



Smith, a long-time customer of Gibson Teldata, met with Brian Kiefer, the telecom provider's director of sales and marketing, who recommended a Cumulus Enterprise hosted phone service.

"One of Terrance's main priorities was a smooth transition from their existing phone system to a new, full-featured system. We delivered an enhanced feature set that enabled them to connect their phone system with their overhead paging system, as well as the addition of mobility for their outside sales staff to enhance productivity – all with minimal disruption to their business," said Kiefer.

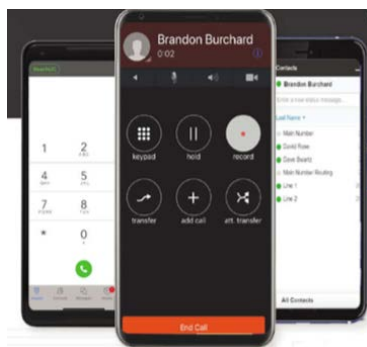
Smooth Transition

The transition, reported Smith, was as smooth as a Bud Light Lime.



Cumulus Enterprise

"With our new cloud-hosted phone system, our team is now far more effective in servicing our customers. The number one reason we chose Gibson Teldata is their support. If we have any questions or gaps within our system, a local Gibson Teldata representative is here to make a site visit. If you need a new phone system, don't wait; call Gibson Teldata!"



About Terrance A. Smith Distributing

Since 1949, Terrance A. Smith Distributing, Inc., has been a beer distributor located in Anderson, Indiana. We currently distribute over 270 alcoholic and non-alcoholic beverages to our retail partners covering a 2,000-square-mile area in Madison, Hamilton, Delaware, Wayne, Henry, and Blackford Counties. We represent many regional and local suppliers with Anheuser-Busch InBev being our largest. Our company is recognized with Anheuser-Busch as being one of the elite distributors across the country, having been honored year upon year with the Ambassador of Excellence award. With a focus on excellence, Terrance A. Smith Distributing, Inc., works to provide quality service to our customers while promoting responsible enjoyment of all the products that we represent.

About Gibson Teldata

Founded in March 1980, Gibson Teldata, Inc. provides a wide range of technology solutions, including both on-premises and cloud hosted Business Telephone Systems and IP Telephony, Voice Mail and Unified Communications, External Sound and Paging Systems, Video & Intrusion Protection, Card Access, Structured Cabling, Computer Networking, Servers, Voice Recording, Video and Audio Conferencing, Wireless and more. Gibson Teldata introduced the Cumulus cloud hosted phone platform in 2020, offering customers all the benefits of cloud hosted phones with the added benefit of Gibson Teldata local support. For more information, go to www.bgibson.com and follow us on Twitter @GibsonTeldata.



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