



## Case Study:

# Banking On Innovation

## How Gibson Teldata Enhanced Bank Communications Through Cloud Migration



### First Federal Savings Bank: Who They Are

Established in 1933 as the Steuben County Building and Loan Association, First Federal Savings Bank of Angola, as it is known today, has grown both physically and fiscally without sacrificing the exemplary customer service we have become known for.

### A Cloud-Based Solution: What First Federal Savings Needed

In the fast-moving world of finance, communicating with customers impacts any financial institution's business and bottom line. That's why First Federal Savings Bank of Angola in Angola, Indiana made the leap from its outdated Avaya phone system to the latest in cloud-based VoIP communications with Gibson Teldata.

*"While changing with the times, the staff, officers, and directors of First Federal Savings Bank of Angola have not lost their sense of purpose: to serve the local community with convenient, friendly service, principles instilled within the bank nearly 90 years ago. Our new phone system perfectly complements those principles"*

### Turnkey, White-Glove Implementation

The project actually began with an initial discussion and the beginning to evaluate a software update on their Avaya System when there was a significant voicemail failure. This crash of their voicemail and the costs associated with getting their system(s) current caused the Gibson team to perform an accelerated communications audit.

Through this assessment, Gibson's team determined the Bank could obtain new phones, new advanced technology, and reduce their monthly costs. In addition, implementation costs were less than the new voicemail would've been.

# What Gibson Teldata Provided

While the large global cloud providers ship phones to the customer for the customer to install, and then have weekly conference calls where they often speak in technology terms that make it difficult for customers to understand, Gibson Teldata takes a personal approach. Experienced technicians and trainers go to your site to implement the system and train the team rather than leaving it to the customer to install phones.



*"The Gibson team was very informative, responsive, and supportive, and we've found the new system easy to navigate and new phones simple to use"*

**Amy Ross, Senior Vice President**

## The Results

Instead of being held back by their phone system, First Federal Savings Bank of Angola now enjoy:



**A new Cumulus Enterprise Phone System**



**Reduced monthly cost for better and greater results**

First Federal Savings also obtained a full-featured communications system including UC, mobile apps, web conferencing and more.

*"We were looking for a new communications system and provider that would make the transition from our old system to an internet-driven system easy. We needed a partner we could rely on to provide maintenance and support, so we didn't have to worry about it. Taking on moving a phone system to a different provider seemed very daunting but it was easier than expected with Gibson Teldata. They're the communications experts; we're the bankers"*

