

Case Study:

Distributing More Features

How Gibson Teldata Revamped a Distributing Company's Aged Telephony System



Terrance Smith Distributing: Who They Are

Since 1949, Terrance A. Smith Distributing, Inc., has been a beer distributor located in Anderson, Indiana. They distribute over 270 alcoholic and non-alcoholic beverages to their retail partners, covering a 2,000-square-mile area in Madison, Hamilton, Delaware, Wayne, Henry, and Blackford Counties.

A Hosted Phone Service: What Terrance Smith Distributing Needed

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.

"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, fullfeatured 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."

What Gibson Teldata Provided

Gibson Teldata replaced an aging Nortel phone system with a more modern system that Terrance Smith's heritage system wasn't capable of, including voice mail for all employees. Additionally, we delocalized our customer's workforce by providing mobility solutions to employees to allow them to stay connected to the office while mobile. And finally, we provided our internal and external customers excellent customer service, including ability to review calls for quality assurance.



"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



The Results

Instead of being held back by their phone system, Terrance Smith Distributing now enjoy:



A new Cumulus Enterprise Hosted Phone Service



Cloud capabilities that improve customer service



More efficient operations no matter where they go

"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!"