

Staying responsive to customers helps you stay ready to grow your business.

Learn how One Talk from Verizon helps a small manufacturing company improve customer relationships and grow sales.



Challenges

You never want your customers to think you're too busy for them, but more than 86% of business calls are either unanswered or put on hold.¹ Recognizing the importance of maintaining good customer relationships, the CEO of a small mattress-manufacturing company wanted to increase quality and efficiency of business communications, both internally and externally. The company is known for the quality of its products and had amassed a loyal customer base, but needed to increase focus on customer service and new business to survive in a competitive market.



Solution

The company purchased One TalkSM from Verizon desktop phones for workers in its office and plant, and had its six area sales reps download the One Talk app to connect their business numbers to their mobile devices. For upper management, the company purchased smartphones from Verizon Wireless that are dedicated for business use and had the One Talk business service added. With this setup, everyone, no matter which device they're on or whether they're in the office or on the go, has access to critical business communication features, such as Auto Receptionist, Hunt Group, Move Call and more.

[Learn more](#)



Results

The One Talk system has helped the company take its customer relationships to the next level by making sure calls are answered promptly and customer service staff members are more responsive. Auto Receptionist helps them present a professional face to customers, while Hunt Group reroutes calls to an available staff member before they go unanswered. And with Move Call, active calls on desk phones² can be seamlessly transferred to a One Talk-compatible mobile device so the conversation doesn't have to stop if the staff member needs to leave the office to check on something in the plant. One Talk has also improved communication between workers in the field, the office and the plant, which helps the company operate more efficiently and win new business.

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Learn more.

Contact your Verizon Wireless business specialist to learn more about One Talk and how it can help you connect your teams and remote locations.

¹ <http://business.time.com/2013/01/24/you-probably-spent-13-hours-on-hold-last-year/>

² One Talk desk phones require a broadband connection.

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