

CASE STUDY

Fischer & Wieser has grown immensely since debuting The Original Roasted Raspberry Chipotle Sauce. With that growth, came an increase in calls, staffing and travel, all of which put a great amount of stress on their aging phone system. “We had been using an old phone system

that we piecemealed together over several years,” says Lorena Seidenberger, director of finance and systems development. “We were beginning to have difficulties finding both parts and service, not to mention the headache that came when employees shuffled offices – we had to call network support every time.”

Outdated hardware was not the company’s only problem. Fischer & Wieser was operating with one incoming phone number for each of their two locations – meaning there were no direct lines to employees and no way to transfer between locations. Every call that came into headquarters had to be routed through the receptionist, and possibly asked to hang up and dial the retail number. This was not only frustrating to customers, but salespeople had no way to easily forward calls or check messages from the road.

Fischer & Wieser turned White Glove Technologies who solved their issues with a Zultys IP PBX and Unified Communications solution. “Zultys is not only within our budget, but also offers a superior product to other VOIP systems,” says Seidenberger. Fischer & Wieser finds the Zultys hardware, software and accompanying Help Documents to be very user-friendly. “The software screens walk each individual through setting up different preferences in order to tailor MXIE to fit his or her needs,” explains Seidenberger. “The MXIE software allows all users to see if an individual (in the office or working from home) is at their computer, on the phone or wishes not to be disturbed. The call forwarding feature makes it possible to forward both a single line and a group of numbers, which has been especially helpful when the sales team is on the road.”

Instant messaging is also a unique capability that has been put to good use in Fischer & Wieser’s shipping department. Rather than tie up phone lines, leave lengthy voicemails or add to the pile of e-mails, the shipping department can now flash a quick instant message on the screen of an employee, notifying them that a package has arrived.

“ I love MXIE. I never can remember phone numbers and now I never have to – with just a few mouse movements, I am able to call other employees or numbers in my address book. Zultys is not only within our budget, but also offers a superior product to other VOIP systems. ”

PROJECT SNAPSHOT**CLIENT NAME:**

*Fischer & Wieser
Specialty Foods, Inc.*

LINE OF BUSINESS:

Specialty Food Production

GOALS:

Replace the outdated phone system with one that would allow for direct lines to employees, stream-line call routing and allow for expansion within the growing company.

CHALLENGES:

- Two Locations
- Rural Setting
- Traveling Sales Team
- Growing Company

SOLUTIONS:

- Zultys IP PBX Phone System
- MXIE Unified Communication Software

RESULTS:

Fischer and Wieser is now running on a scalable Unified Communications system. Linking the phones with the computers has certainly changed the way everyone works, from the receptionist to the sales team. The Zultys system allows the receptionist to transfer incoming calls with a simple drag of the mouse. Once that call is transferred, the conversation can be recorded for future review, or voicemails can be e-mailed and archived with the customer’s file.