



Case Study

Trivetts Furniture Fredericksburg, Virginia

FURNISHING COMMUNICATIONS THROUGH VOIP & TDM

When brothers Michael and Danny Trivett opened Trivetts Furniture in their home town of Fredericksburg, Virginia 14 years ago, they did so with a vision: to establish a furniture company that would be second to none.

Filled with entrepreneurial spirit and encouraged by the support of their family, Michael and Danny have established an elegant furniture showroom, featuring an atmosphere that puts customers at ease and makes them feel at home.

Serving a market of approximately four million people, Trivetts has grown into the region's leading furniture store, carrying over 150 of the nation's top manufacturers of quality furniture. People from all over Virginia, Maryland and Washington, DC come to shop the thousands of styles in living rooms, dining rooms, bedrooms, quality mattresses and accessories from around the world.

Today, Trivetts has three locations in the Fredericksburg area. The flagship of the enterprise is The Trivetts Family Furniture Store, which caters to an upscale market. In addition to the showroom featuring high-end wares, the store houses a sales staff and the company's executive offices, including its accounting, human

resources and advertising departments. A second retail outlet, The Ashley Home Furniture Store, serves the mid-market with its own sales department and customer support department that also services Trivetts Family Furniture customers. Rounding out the company's facilities is a state-of-the-art distribution center, which includes its customer service, warehouse, logistics and delivery departments.

THE BUSINESS CHALLENGE

With three locations spread throughout the region, reliable, consistent communication is integral to the company's success. On any given day, Trivetts sales people are in constant communication with a number of departments to ensure customers receive their furniture in a timely manner. Simultaneously, the customer service group may be fielding calls regarding a special promotion or rebate, or one store could be in contact with another, trying to locate that one item that would please a customer and complete an order.

"Within our company, seamless communications is critical," said Don Copeland, Trivetts' operations manager. "The system we were originally using had only a very rudimentary feature set that barely met our needs. We needed to find a more advanced solution that would provide the level of reliability, scalability and transparency that would best address our existing and future communications requirements."



FAST FACT...

By combining VoIP technology and TDM telephony, Inter-Tel provided Trivetts Furniture with a system to take its customer service to the next level.





THE INTER-TEL SOLUTION

Trivetts met with a number of providers that described how either advanced Voice over Internet Protocol (VoIP) technology or legacy time division multiplexing (TDM) telephony would serve the company. But only one provider, Chesapeake Communications, an authorized Inter-Tel distributor, suggested that a combination of the two might be the best solution.

"One of the biggest advantages of using Inter-Tel's platforms is the ability to network together to form a truly transparent, flexible and cost-effective communications network," noted Steve Jackson, Chesapeake's sales manager. "We felt that combining both the Inter-Tel Axxess® and Inter-Tel® 5000 platforms would deliver a high-level of functionality in an IP environment, maximizing the efficiency of [Trivetts'] three geographically-disparate locations."

In building the company's communications system, Chesapeake deployed an Axxess® system at the Trivetts Family Furniture location, along with Inter-Tel® 5000 platforms at Ashley Home

Furnishings and the distribution center. The sheer power of the Axxess® platform is perfect to house several of Inter-Tel's advanced applications that Trivetts uses, such as Contact Center Suite and Unified Messaging. The Inter-Tel® 5000 systems complement the Axxess® platform by delivering the same reliability to the remote locations through IP transport. The combined system allows Trivetts to utilize numerous endpoints, such as IP phones, digital handsets and analog lines for faxes.

By installing the Inter-Tel system, Trivetts is able to provide unparalleled service to customers who come into their stores, contact their customer service department, or schedule deliveries with the warehouse.

"The Inter-Tel system has worked extremely well for us," said Copeland. "It gives us the freedom to expand without having to add staff or make a huge investment in infrastructure. And, most importantly, it allows us to take customer care to the next level!"



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