

New Phone System Helps Horse Farm Operate More Efficiently

Badifarm reduced costs and improved customer service with phone system

EXECUTIVE SUMMARY
<p>Badifarm</p> <ul style="list-style-type: none"> • Industry: Horse Stud Farm • Location: Varese, Italy • Number of Employees: Seven
<p>CHALLENGE</p> <ul style="list-style-type: none"> • Improve customer service • Enhance communication between farm workers and office staff • Reduce telecommunications costs
<p>RESULTS</p> <ul style="list-style-type: none"> • IP telephony, voicemail, and software-controlled switchboard help ensure that no incoming calls are lost • Wireless phones give office staff continuous access to mobile farm workers • Integrated telecommunications platform reduced management and usage costs, with significant reductions in international call expenses
<p>SOLUTION</p> <ul style="list-style-type: none"> • Cisco Unified Communications 500 Series provides a single, cost-effective, integrated telecommunications solution

Challenge

If you see American Quarter Horses, Paint Horses, and Appaloosa Horses on a stud farm in Italy, you might be visiting the Badifarm ranch in the hills of the Varese region. Badifarm has been bringing select American horses to its picturesque location since 1987. There the horses are bred and the foals are reared and trained for national and international competition. The farm also educates students, with a focus on strengthening the relationship between horse and rider.

Badifarm owner Ferruccio Badi and his five ranch hands and two office staff are involved in every aspect of the horses' lives. With up to 50 animals under their care, communication is critical. The Badifarm employees must remain in constant contact as they move around the property, and respond quickly to students at the farm and to potential customers calling for information.

The previous telephone system was not providing the quality of communication that Badifarm needed to maintain the high level of service that Badi wanted. A single phone line and cordless telephones with restricted range limited the ability of the office staff to respond to customers. Multiple tariff plans and contracts with telephone providers increased expenses because they could not provide uniform costs for multiple devices. And, numerous international calls added a huge expense to the total phone bill.

Badi wanted to integrate his communications infrastructure through a single platform that would support the ranch's mobility, reliability, and cost requirements, and provide a long-term solution that could grow with the business. He turned to Cisco® Partner Quali System, which recommended a Cisco solution.

“Cisco technology has really helped us interconnect our business with our clients by improving all the internal processes linked to activities that involve the telephone.”

– Ferruccio Badi, Owner, Badifarm

Results

Badifarm worked with Quali System to replace its telephone system and multiple providers with a Cisco Unified Communications solution. The Cisco solution has satisfied all of Badifarm's needs for more efficient communications.

Costs are greatly reduced because the IP-based telephone system provides a uniform cost structure for multiple devices, and eliminates the expense of working with multiple service providers and the extensive fees for international calls. "This solution lets us get on with our work without worrying about how many calls we are making and their cost," said Badi.

In addition to reducing costs, the new system helps increase profits by improving customer satisfaction. "The Cisco solution makes sure we never miss clients' calls. In the past, unforeseen emergencies sometimes kept the staff from answering a call and without voicemail that communication was lost. Other times, if our incoming line was busy, clients could not get through. Now there is always a free line to receive calls, and if we cannot answer the phone, clients are able to leave voicemail and we can get back to them right away. Our staff and clients are much happier," said Badi.

The ease with which clients can contact Badifarm by phone has increased their level of confidence in the company. Clients now feel that they have continuous access, and the new voicemail system means that Badifarm does not miss calls that could constitute new business. "Cisco technology has really helped us interconnect our business with our clients by improving all the internal processes that involve the telephone," said Badi.

Productivity-enhancing features of the system also help improve customer satisfaction by giving the office staff more time to devote to customers. "We wanted to install a highly reliable system that would also save us time," said Badi.

One innovative feature lets the office staff manage the intercom and automated entry gates via the IP network. With the large amount of daily client and visitor traffic, this feature has greatly increased staff productivity. "The intercom rings and you can open the gate with any telephone, fixed or mobile," said Badi. "You can't put a price on the time that we have saved with this new function."

Managing the system is simple, and leaves the staff free to focus on core business requirements. "It is a priceless benefit for organizations that don't have a dedicated technical staff member, and the technological innovation itself provides a boost in a very competitive market such as Italy," said Badi.

Solution

With the help of Quali System, Badifarm deployed a Cisco Unified Communications solution based on the Cisco Unified Communications 500 Series for Small Business. This affordable, easy-to-manage appliance integrates wired and wireless telephone communication and voicemail with the data network.

Quali System has been an important part of the transition to the new communications solution. "When we met Quali System, their speed and professionalism in identifying the right solution was decisive," noted Badi. "Quali System understood our urgent need to find an answer, and the fact that we did not have much time available to obtain it."

"We look after clients as if we were their in-house IT Department," said Luca Ercoli, Project and Sales Manager of Quali System.

In addition to supplying the Cisco solution, Quali System provided additional value by adapting the technology to Badifarm's real-world needs. Quali System drafted a functional plan based on Badifarm's requirements and provided after-sales support. This helped to create a relationship with Badifarm built on trust and offering real value.

The new Cisco Unified Communications system integrates the multiple communications technologies used by the farm, including ISDN, VoIP, and GSM. Instead of a single telephone line and cordless telephones, farm workers and office staff now use Cisco Unified Wireless IP Phone 7920 telephones. These wireless phones are perfectly integrated with the Unified Communications platform and give users telephone access throughout the property. The entire system is managed by a single switchboard.

Next Steps

One of the critical factors that led Quali System to recommend Cisco technology was Badifarm's desire to implement a long-term solution that could provide additional value as business requirements grew and changed. Badifarm views the ability to control its intercom and automated entry gates via the IP network as the first of many such value-added solutions, and will be adding new capabilities as needed.

For More Information

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