TOSHIBA
Leading Innovation

# Columbia Southern University Saves More Than $115,000 the First Year With Toshiba VoIP System

## About Columbia Southern University

*One of the nation's first completely online universities, Columbia Southern University (CSU) was developed to meet the demand for alternatives to the traditional university experience. Its degree programs are offered completely online, giving students the flexibility to fit their educational pursuits around career and family commitments. At CSU, associate, bachelor, master, doctoral and certificate programs are available in a variety of fields including fire science, criminal justice, business management and administration, information technology, human resource management and occupational safety and health. CSU is headquartered in Orange Beach, Alabama.*

Industry: **Education – University**

### Major Accomplishments:

- $110,000 Cost Savings the First Year
- $10,000 Ongoing Annual Savings
- $100,000 Savings by Migrating From Older Toshiba System
- $850 Monthly Savings in Service Calls
- Improved Administrative Experience With Network eManager
- Improved User Experience With Unified Messaging
- Improved Customer Service With Strata ACD

## Mission: Enable On-Site System Admin, Improve Customer Service, Enhance User Experience

Pam Dickinson, technical support supervisor, specified a system that would:

- Improve customer service with efficient handling of the university's 20,000 weekly incoming calls and 10,000 weekly outgoing calls;
- Deliver an IP contact center solution with IP phones for 200 agents in 19 ACD groups;
- Provide the ability to manage the system on their own — on-site or remotely — including management of auto attendant;
- Improve the overall user experience with Unified Messaging;
- Support the university's fast growth, including addition of new employees; and
- Save costs.

CSU's IT team turned to Southeastern Telephone of Birmingham, Alabama, an Authorized Toshiba Dealer.

Curtis Cantrell, CEO of Southeastern Telephone, recommended Toshiba's Strata® CIX™ IP business communication system.

Dickinson was already sold on Toshiba as the university had used Toshiba telecom systems since 2004. This installation was a migration from its older Toshiba DK424i system.

## Solution: Toshiba Strata CIX Exceeds University's Goals

Installed by Southeastern Telephone, Columbia Southern University has a Toshiba VoIP business telephone system that includes:

- Strata CIX1200 IP business telephone system with 400 ports and two remote fiber cabinets;
- Network eManager® on-site/remote management tool;
- Strata Media Application Server;
- Strata ACD IP contact center solution with more than 200 agents using the Strata® Call Manager application in 13 ACD groups;
- TASKE contact center reporting solution;
- Toshiba Unified Messaging; and
- 275 Toshiba IP telephones and 150 digital telephones.

Pam Dickinson of CSU and Curtis Cantrell of Southeastern Telephone worked together to implement a Toshiba Strata CIX system that saved $115,000 the first year.

Curtis Cantrell of Southeastern Telephone and Pam Dickinson of CSU chose the Toshiba Strata CIX system that efficiently handles the university's 20,000 weekly incoming calls.

Photo Credit: Michelle Rolls

TOSHIBA

Leading Innovation

## Result #1: Remote Administration for More Control

Using Toshiba's Network eManager remote administration tool, Dickinson can now manage the entire telephone system from her desk or remotely from her laptop. She can make adds, moves and changes as the university adds employees and can also troubleshoot issues more effectively since she has more control over the system.

Dickinson said, "With Network eManager, I am in control of the system from virtually anywhere I have Internet access. This has eliminated $850 in monthly service fees while allowing me to make changes quickly and easily, without waiting for a service call."

Dickinson also appreciates the ease of administration for the automated attendant, which enables her to change or customize outgoing greetings and greeting schedules quickly and easily.

## Result #2: Strata Call Manager and TASKE Improve Call Center

CSU's IP Contact Center receives more than 20,000 incoming calls every week, and its agents place more than 10,000 outgoing calls weekly. CSU uses Microsoft Exchange and Outlook®. Using the Strata Call Manager application, agents are able to click-to-dial and utilize Chat and Presence features to communicate with supervisors or other agents.

Using TASKE, contact center supervisors have a full suite of reporting capabilities, including more than 150 different reports on call statistics, agent performance, queues and much more.

## Result #3: Unified Messaging Improves User Experience

With Toshiba Unified Messaging, university personnel can receive all their communications in a single mailbox, including emails, voice messages and faxes. Using Unified Messaging, the university is able to increase efficiency, improve privacy and reduce costs by eliminating fax machines.

"With Unified Messaging, communication is faster and easier for our employees, which helps them be more efficient," Dickinson said.

## Bottom Line: $110,000 Savings the First Year; $10,000 Savings Annually Thereafter

Toshiba's Strata CIX1200 IP business telephone system has helped CSU meet its goals of improving user experience, moving the contact center to IP phones, allowing them to manage their own system and reduce communication costs.

CSU's cost savings include:

- $100,000 savings by migrating from an older Toshiba Strata DK424i system, which allowed them to reuse existing station and telephone cards as well as digital telephones;
- $10,000 annual savings by performing routine maintenance themselves, eliminating service calls;
- First-year total savings of more than $110,000; and
- Ongoing annual savings of $10,000 per year.

*"With more than 20,000 incoming calls every week, our telephones are our lifeblood to our students, so it's essential our contact center is efficient and well-managed. Using Toshiba's Strata ACD with Strata Call Manager and TASKE has dramatically improved our contact center, helping us provide better customer service to our students."*

Pam Dickinson, Columbia Southern University

Curtis Cantrell of Southeastern Telephone and Pam Dickinson of CSU set up Toshiba's Network eManager so she can remotely manage the entire telephone system from her laptop from virtually anywhere there is Internet access.

*"Thanks to Toshiba and Southeastern Telephone, we were able to save more than $110,000 the first year, plus we will save at least $10,000 annually ongoing. Even more important to us are the huge improvements in system administration, customer service, user experience and ability to grow our system."*

Pam Dickinson, Columbia Southern University

## For an Authorized Toshiba Dealer, Visit:

www.telecom.toshiba.com

Toshiba America Information Systems, Inc., Telecommunication Systems Division 9740 Irvine Blvd., Irvine, CA 92618-1697 (949) 583-3700 www.telecom.toshiba.com
© 2010 Toshiba America Information Systems, Inc., Telecommunication Systems Division. Printed in U.S.A. Strata is a registered trademark of Toshiba Corporation. Stratagy is a registered trademark of Toshiba America Information Systems, Inc. Specifications subject to change without notice. Some features require optional hardware/software to support full capabilities.

Literature Order #: TSD-CSU-CIX AppStory-PDF