

**SAMSUNG**

## Success Story



### QUOTE

*“The Samsung OfficeServ solution combined with SIP trunk service has proven to be much more reliable and affordable than a hosted solution. With the system’s advanced features we also now have greater communications flexibility.”*

*Jennifer Bocrie Seal,  
President, Seal Financial  
Group, LTD*

### ABOUT

Seal Financial Group, LTD, located in Hampton, VA, has satellite offices in Williamsburg and Downtown Hampton. An Allstate insurance agent, Seal Financial is headed by Jennifer Bocrie Seal, the largest woman-owned mega agent in the U.S. and a member of Allstate’s Agency Executive Council.

## Multi-office Financial Group Finds Samsung OfficeServ™ System to be More Affordable, Reliable than Hosted IP Solution

### BUSINESS CHALLENGE

Allstate insurance agent Seal Financial Group, LTD, which does most of its business over the phone, needed a communications solution that could seamlessly and cost-effectively connect its three Virginia offices. The company thought it had found the answer with a hosted IP solution, but after just four months, Seal Financial realized the system was never going to meet its needs. It turned to authorized Samsung dealer NTouchTel.com for a more reliable, efficient solution. Seal asked NTouchTel.com to address the following issues that arose from the hosted solution:

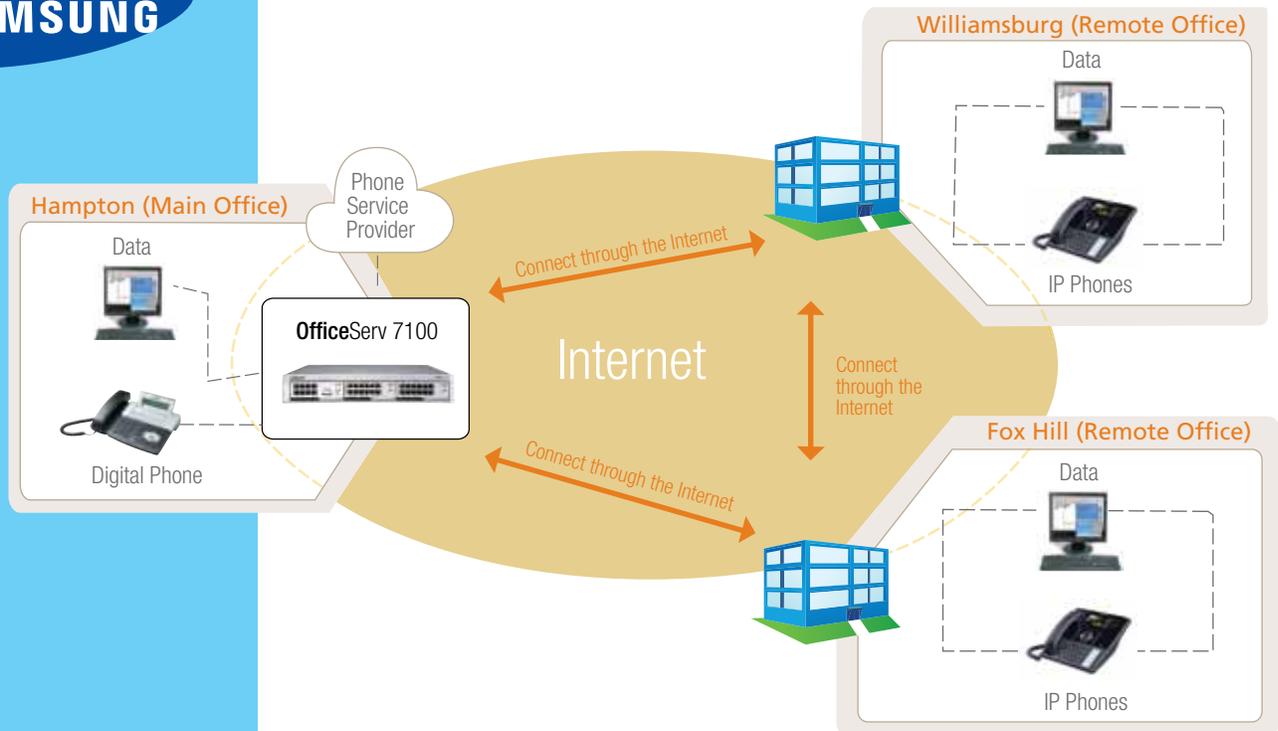
- Minimize the possibility of lost customer calls and messages by ensuring calls properly overflow to alternative phones and sites and messages automatically transfer from voice mail to email
- Improve inter-office communications by eliminating the need for staff to dial full numbers when transferring calls from desk-to-desk and allowing them to more easily identify the origin of incoming calls
- Make calls appear as if they are coming from local offices, even if they are coming from other support locations
- Ensure the group’s principal Jennifer Bocrie Seal is more accessible and reachable regardless of where she is located or what she might be doing
- Add overall system reliability and flexibility while keeping costs down

### SOLUTION

NTouchTel.com co-founder David Nuckols and his team of technicians recommended the installation of an affordable Samsung OfficeServ™ 7100 system at the agency’s headquarters, along with eight digital phones. Each of the two satellite offices was equipped with seven VoIP phones. System highlights include:

- Call forwarding/no answer feature allows calls into satellite offices that go unanswered after four rings to be forwarded directly through overflow to other sites; the location from where an overflow call is coming from is communicated through keyset displays
- Inter-office intercom and one-touch transfer allow calls to more easily be managed within and among sites
- The ability to control the outbound caller ID from each phone so that calls appear to be coming from the recipient’s local area code
- An email gateway enables forwarding of incoming voicemails into the office email server and out to individual email boxes
- A mobile extension feature allows simultaneous ringing of calls to agency principal main desktop station as well as up to five other telephone numbers
- Session Initiation Protocol (SIP) trunks—virtual phone lines that utilize a broadband connection for access—support VoIP phones and reduce costs

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The installation of a Samsung **OfficeServ 7100** solution has led to cost savings as well as optimized operations and improved customer service.

## RESULTS

NTouchTel.com was able to not only address the issues created by the hosted system, but also provide Seal with new, reliable Samsung equipment and an affordable, on-site solution that actually costs less than the previous hosted one. Benefits realized with the Samsung **OfficeServ** system include:

- Improved customer service—fewer calls are lost and agency staff is much more reachable thanks to efficient call- and message-forwarding features; through her mobile extension, the agency principal also can receive calls from anywhere on any of her three phones while creating the appearance she is in the office
- Optimized operations—call transferring and inter-office communications processes have been greatly improved; agents can work in multiple areas and always be connected and now when they answer the phone, they know where a call originated
- Cost-savings and minimal maintenance— Seal Financial saves \$400 monthly because of the implementation of SIP trunks; plus, the reliability of the system means minimal maintenance moving forward and no worries about getting system service – a concern with the previous hosted system

## FUTURE BENEFITS

“Seal Financial is always looking to add new offices and grow its business,” said David Nuckols, Co-founder, NTouchTel.com. “Now when it opens a new office, all we need to do is add new VoIP phones and the offices can be instantly connected.”