

SUCCESS STORY

PRODUCT: IPedge

INDUSTRY: Manufacturing

Flexsteel Stays Connected Using Toshiba's IPedge Business Telephone Solution

Nationally known furniture manufacturer Flexsteel, of Dubuque, Iowa, relies on its Toshiba business telephone solutions to communicate with customers and employees for all of its office and manufacturing locations in the United States and Mexico. Flexsteel's IPedge® solution processes more than 6,000 calls per month for Flexsteel's 850 devices.

Bottom-line benefits of Toshiba's IPedge include:

- A reliable IP business telephone solution from Toshiba, a well-established brand with decades of experience in business telephony;
- Unified Communications, enabling users to communicate from the platform of their choice, including mobile devices;
- Unified Messaging, enabling users to receive their voice messages in their email boxes;
- Robust Contact Center Solution with Unified Communications and Reporting applications;
- Flexibility to add systems or users at remote locations;
- Remote, centralized browser-based administration;
- Direct inward Dialing (DID), enabling callers to dial a direct extension rather than going through the switchboard; and
- Four-digit extension dialing between users, eliminating long distance charges between facilities.

Toshiba Benefits

Benefit #1: Feature-rich IPedge Improves Communication

Toshiba's IPedge exceeded Flexsteel's requirement for a richly featured and cost-effective IP business telephone solution. IPedge has helped improve communication and collaboration between Flexsteel employees with four-digit dialing between all locations. Direct-inward Dialing has helped improve communication for their customers.

Benefit #2: Contact Center Solution Improves Customer Service

Toshiba's Contact Center Solution with Unified Communications and Reporting provide Flexsteel's 30+ person contact center with the platform it needs to smoothly handle thousands of calls each month, allowing Customer Service Representatives (CSRs) to be fully connected to each other as well as to customers, no matter where the CSRs are located.

Benefit #3: Remote Browser-based System Administration

Toshiba's browser-based Enterprise Manager enables the IT support staff to remotely administer the IPedge system and make adds, changes and updates from virtually anywhere there is Internet access.



Chuck Hemann of Flexsteel congratulates Authorized Toshiba Dealer Joe Alongi on the success of Toshiba's IPedge solution.

"Toshiba's IPedge has greatly improved communication and collaboration between our employees, which has positively impacted our customer service."

Chuck Hemann, Director of Information Technology, Flexsteel.

The Toshiba System: Toshiba's IPedge

Supported by Authorized Toshiba Dealer Hughes Telephone Inc. of Moline, Illinois, Flexsteel's business telephone solution consists of:

- Two servers running IPedge® EM class software, providing a redundant and geographically diverse communication solution;
- A solution that supports the needs of all employees at all locations in the United States and Mexico;
- Toshiba IP5000-series desk telephones for all employees;
- Survivability and redundancy between the two IPedge solutions to ensure business continuity;
- Toshiba's I-VolP SIP Trunking telephone service for reduced calling costs;
- Unified Messaging for a single inbox for email and voice messages;
- Toshiba ACD Contact Center Solution supporting two groups with 30 agents, including Unified Communications and Reporting applications;



Denny Troy uses Toshiba's Enterprise Manager to remotely manage communications for Flexsteel's users.

- Enterprise Manager for browser-based remote administration; and
- Unified Communications solution, which allows users to communicate using the platform of their choice, including mobile devices.

ABOUT THE CUSTOMER: FLEXSTEEL

The Company was incorporated in 1929 and is one of the oldest and largest manufacturers, importers and marketers of residential and commercial upholstered and wooden furniture products in the United States. Product offerings include a wide variety of upholstered and wood furniture. Their name "Flexsteel" comes from a unique steel drop-in seat spring that is a featured component in most of their upholstered furniture. The Company distributes its products throughout the United States through the Company's sales force and various independent representatives.



The Flexsteel team of Dave Hardyman, Chuck Hemann and Denny Troy work with Authorized Toshiba Dealer Joe Alongi (in red shirt) to implement Toshiba's IPedge solution for improved communication and collaboration.

"Flexsteel improved its internal and external communication by moving to a unified Toshiba IPedge solution that connects its users no matter where they are and allows the IT support staff to remotely administer the system from anywhere there's Internet access."

Joe Alongi,
Operations Manager,
Hughes Telephone Inc.

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