

# TOSHIBA

Leading Innovation >>>

## Strata CIX VoIP Business Communication System

### Toshiba Voice Communications Solution Proves a Gem at Ben Bridge Jewelers

Ben Bridge is one of the leading retail jewelry companies in the United States, with 79 retail stores in 11 states. Established in 1912, Seattle-based Ben Bridge is known for its impeccable service and meticulous attention to detail. Ben Bridge features high-quality diamonds as well as other exquisite styles and designs and offers more Registered Jewelers and Certified Gemologists of the American Gem Society than any other jeweler in North America.

Commitment to quality is an important factor at Ben Bridge and extends to all areas of their business.

When Ben Bridge decided to upgrade its voice communications system at its retail locations, it turned to Toshiba for a business communication system that met their high standards for quality. For the right Toshiba system, Ben Bridge worked with Authorized Toshiba Dealer All Phase Communications of Shoreline, Wash., which has been a Toshiba dealer for more than eight years.



A Toshiba customer for more than 25 years, Ben Bridge has 79 retail stores in 11 states, the majority of which have Toshiba Strata CIX systems.



Scott Johnson of Ben Bridge depends on Toshiba's National Accounts team to provide communication system with consistent pricing, product and dependable installation.



Alicia Shepard of All Phase Communications manages every store installation, delivering a one-stop shop for Ben Bridge.

#### Mission: Standardize Voice Communications Across All Stores

Ben Bridge's goals were to have a single point of contact for its voice communications solutions, with uniform equipment and labor pricing, equipment standardization, and easy installations for its stores across the country. Ben Bridge also required a reliable and intuitive system that would be easy for its non-technical sales staff to use and for its sales managers to program.

With Toshiba managing the shipping, design, installation, training, ordering and centralized billing for its National Account customers, Alicia Shepard, customer advocate at All Phase Communications, recommended that Ben Bridge standardize with Toshiba's Strata® CIX™100 VoIP converged business communication systems for its retail locations.

Shepard said, "Toshiba's National Accounts program meets Ben Bridge's goal of delivering a standardized process for the purchase and installation of voice communications systems across the country, including invoicing directly from Toshiba."

#### Solution: One-Stop Shopping for Equipment and Installation

Toshiba's National Accounts team delivers on Ben Bridge's goals of a one-stop shop for consistent pricing, uniform equipment, and smooth installation, regardless of the store locations.

Toshiba's Strata CIX systems also meet Ben Bridge's requirements for reliable and dependable telephone systems that are intuitive for store managers and salespeople to use, allowing them to increase the quality of their customer service.

Ben Bridge's project manager, Scott Johnson, said, "Toshiba's National Accounts team makes it very smooth and easy for us to install voice communications systems in new and remodeled stores. I simply make one phone call to Alicia at All Phase, and I know everything will be done appropriately. They've proven themselves time and time again."

"It's a one-stop shop for Ben Bridge," he added.

# TOSHIBA

## Leading Innovation >>>

### Result #1:

#### Toshiba's Converged Systems Provide Choice of Endpoint

Because Toshiba's Strata CIX100 VoIP system can be TDM-enabled, Ben Bridge currently uses affordable digital telephones at its stores, which helps reduce costs in terms of equipment, installation and networking requirements.

Shepard said, "Unlike many competitive systems, Toshiba's Strata CIX systems give users a choice of endpoints and endless options for when they do move to VoIP. They can mix-and-match IP and digital endpoints, even mobile endpoints, on a single system. Since Ben Bridge's stores use digital telephone lines, we recommended digital telephones for the most cost-effective application."

Johnson added, "The Toshiba digital telephones are very simple to use. Our store managers can easily program features and utilize them as needed. Toshiba has given them a simple, reliable and intuitive solution that helps them handle customers more effectively."

### Result #2:

#### Same System, Same Phones At Every Ben Bridge Store

Among Ben Bridge's goals were to have the same system and same telephones in each of its locations, making it easy for any of its employees to float between stores and know how to use the telephone system.

According to Johnson, "We want our managers and sales people to be able to concentrate on customer service, not trying to figure out how to use any of the equipment. Toshiba's Strata CIX systems and digital telephones are intuitive to use and program, so our employees can focus on customers. Even if they are floating between stores, the system and telephones are always the same."



*Perry Saueressig, Ben Bridge store manager, relies on his Toshiba telephones to stay in touch with customers.*

### Result #3:

#### Concurrent Store Installations Are Smooth and Easy

Ben Bridge often has six or seven stores being built or remodeled at the same time. With Toshiba's National Accounts program, concurrent installation is smooth and easy.

All Phase Communications serves as the originating dealer, which means that they service Ben Bridge in partnership with Toshiba, which manages the National Accounts program that services national account companies. Dealers throughout the United States handle individual store installations by working closely with Toshiba to ensure uniform delivery of systems. Toshiba handles product pricing and invoicing so pricing is consistent regardless of where the store is located.

Toshiba National Accounts Director Byron Whitaker said, "The Toshiba National Accounts team manages all the Ben Bridge voice communications system installations directly in partnership with the originating dealer, All Phase Communications. This ensures that the system installations are smooth, no matter which dealer does the installation, regardless of city or state location. Everything is consistent, easy and dependable for Ben Bridge."

Ben Bridge's Johnson added, "Toshiba has made it very easy to manage telecommunication system installations even when we're working on multiple stores at the same time."

### Result #4:

#### Toshiba Strata CIX Delivers Sparkling Reliability

Installed by All Phase Communications and dozens of other Authorized Toshiba Dealers throughout the United States, the Toshiba Strata CIX100 systems at Ben Bridge stores deliver unrivaled reliability and durability.

Johnson was sold on Toshiba's reliability all along. Ben Bridge has been a Toshiba telecommunications system user for more than 25 years, migrating from analog to digital and now to the VoIP converged system.

Johnson said, "We know we can count on Toshiba for unbeatable reliability. Toshiba has proven itself with every system we've had for the past 25 years."

### Bottom Line:

#### Toshiba Is the Gold Standard at Ben Bridge

Together, Toshiba and All Phase Communications consistently meet Ben Bridge's goals of delivering on the Toshiba National Accounts promise of consistent pricing, uniform equipment, reliable equipment and an overall one-stop shop for its voice communications needs.

Johnson said, "At Ben Bridge, we are committed as much to our customers as we are to our diamonds. The Toshiba and All Phase Communications team are as committed to us as they are to delivering outstanding voice communications solutions. We're proud to be a 25-year Toshiba customer and are always pleased at how they help us shine."