



Customer: Capitol Cash Register Systems **Industry:** Electronics

Location: Austin, Texas

Number of Employees: 15 in-house and 7 field representatives

Capitol Cash Register Systems (S&S Technology dba Capitol Cash Register Systems) offers 62 years of experience in selling and servicing cash registers and POS systems in Austin, San Antonio, Laredo, Corpus Christi, and surrounding areas throughout southern Texas. The company specializes in serving restaurants, bars, and other hospitality businesses.

Challenge

Capitol Cash Register Systems offers an uncompromising commitment to its customers: "Our job is to be here for you." In order to deliver on that promise, the company required the most efficient, up-to-date telecommunications systems available for a small business. It needed a solution that is technologically advanced and reliable, with consistency and centralized management for the company's two current offices and for two new offices that were being planned. The Capitol Cash Register team wanted instant delivery of messages to their representatives in the field, remote access for 24/7 on-call service, and a wide range of other capabilities to enhance their service to customers. They also hoped to achieve significant cost savings.

Results

- **Ease of management:** Managing the sales and technical staffs has become substantially easier and more effective now that everyone utilizes the same telecommunications solution. System transparency allows management to view all telephone and voicemail activity, resulting in a closer, more useful monitoring of staff activity and customer service levels.
- **Productivity:** Headsets and four-digit dialing have provided in-house staff with greater speed, agility, and multi-tasking capabilities. Mobile Twinning has enabled staff members to respond immediately to customer calls and main office contacts when they are away from their desk phones.
- **Connectivity and call routing:** The IP-based network connection and system standardization between Capitol's technical service department, based primarily in San Antonio, and its sales and administration offices, based in Austin, have simplified and enhanced communications. Managers and people in the field can be reached at all times. Remote access has enabled service calls to be taken 24/7 by on-call staff. Customers can get through to staff more quickly and easily without having to go through a receptionist.
- **Cost savings:** Substantial savings have been achieved by the elimination of long distance charges. Efficiencies achieved via consistency and centralized system management among company locations and field reps also contribute to overall operational cost-effectiveness.

“The Avaya solution has met all of our expectations for efficient interconnectivity between our two locations and field representatives. The service we receive from our Avaya Authorized BusinessPartner has been consistently excellent. As we go into planning for two more locations, we are very confident that the telecommunications installation and connectivity aspects of it will go smoothly, as did our initial deployment. Three years ago I could never have made that statement!”

- Robert Stradford, President, Capitol Cash Register Systems

Solution

- IP Office 406
- Phone Manager Pro
- VoiceMail Pro
- Soft Console
- IPO VCM8
- IPO Exp Mod 8
- IPO Exp Mod Dgtl Sta 16
- (24) IPO 5410 Telsets
- (1) IPO 5420 Telset
- Mobile Twinning

Why Avaya?

"We had a high comfort level dealing with our Avaya Authorized BusinessPartner. They were able to provide the right amount of sophistication and flexibility that we needed, and no one tried to over-sell us. Our customers in the fast-paced hospitality business require top-notch customer service, so we felt it was important to have a large, well-respected company with state-of-the-art capabilities standing behind our telecommunications solution."

- Robert Stradford, President, Capitol Cash Register Systems

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Small Business Profile