

# Customer Testimonial: TDS™ *managedIP*

**“We’ve had outstanding call clarity with *managedIP*. While researching phone systems, I spoke with many area business owners who had switched to VoIP-like system. They all reported having switched back to their former services. We’re not switching back. We’re staying with *managedIP*. It gives us the features and flexibility that’s driving our employee and customer satisfaction rates upward.”**

**Daniel R. Wright, Owner and President**



## The Customer

The Outdoor Fun Store turns childhood dreams into lasting memories. The company sells, installs, and services outdoor fun items including wooden play systems, playground equipment, ice rink kits, tree houses, gazebos, athletic courts, trampolines, wood furniture, green houses, and park amenities.

Founded in 1999, Outdoor Fun Store is a privately held Michigan corporation. From its beginnings as a one-man show, Outdoor Fun Store now employs 15 associates and has moved twice to accommodate its growth.

## The Challenge

The Outdoor Fun Store was using a four-line residential phone service. When the handsets wore out, finding replacements was a huge challenge. It was difficult to transfer calls and there was only one voice mail box.

Company founder Daniel Wright admits it was an inexpensive way to start the business. While the company had grown by leaps and bounds, they were limping along with the old communications system. The sales team was answering every incoming call—often callers simply needed store hours, location information, or to be connected to accounts payable. It was distracting the sales team from their core responsibilities: sales, assisting customers, and delivering great customer service.

## The Solution

*ManagedIP* frees up the sales team to focus on sales. With one click, customers are connected to the answers they’re seeking. Customers can now work with—and leave messages for—a specific sales person. They can also reach who they need directly and receive more personalized service, since each employee has a direct dial extension.

Employees can listen to voice mail messages as a .wav file or forward them to other employees. Forwarding .wav files has become a huge time-saver, especially for the owner, who often receives calls from customers thinking they’ll get faster results. Previously, the owner had to write down these messages and walk them over to the appropriate person. Now, it’s a quick email forward and the owner maintains focus on running the business.

If the company relocates again, or there is a natural disaster or outage in the area, *managedIP* gives the Outdoor Fun Store peace of mind. First, they have a system that will grow as the company does. Second, if an outage occurs, business continues to run normally with just a few mouse clicks—without delay or downtime, and without customers even noticing.

**1-866-9-TDSBIZ**  
[www.tdsbusiness.com](http://www.tdsbusiness.com)



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## Customer's Favorite Features

### Greater Mobility

- Call forwarding, especially for employees who spend a lot of time on the road.
- *ManagedIP* allows employees to work seamlessly from anywhere, while appearing to be in the office.

### Greater Efficiency

- Click-to-forward transfers calls with a simple click of the mouse.
- Forwarding voice mails in a .wav file via email, so they can be shared at company-wide meetings or saved indefinitely.
- Direct dial numbers allow sales associates to deliver more personalized service.

**"The number one impact we've realized: our customers have the impression we're larger than we are and that helps us make sales we wouldn't have been able to make before. We have a full-blown system without the cost. Callers don't get lost in the system, nor do they hear an endless loop of options. They do, however, hear a short menu of choices that quickly gets them to the person or information they need."**

**Daniel R. Wright, Owner and President**

Outdoor Fun Store Co.

*managedIP* customer since October 2008

