



CASE
STUDY

**Teo Technologies Provides
High-Quality, Affordable Services for
the D.C. Girl Scout Council**



girl scouts
nation's capital

The Girl Scouts of the United States of America may be associated with hyper-localized, community-level activity, but the organization operates on a scale that is on par with some of the nation's largest enterprises.

There are more than 2 million active participants in the USA, spread out across all 50 states, organized into 112 councils, the largest of which operates in the Washington, D.C., area. Although this council's headquarters is based in D.C., it includes satellite offices in northern Virginia, southern Maryland and eastern West Virginia.

With such a large footprint, it is absolutely critical that the Girl Scout Council of the Nation's Capital has an effective communications system in place to keep staff in close contact with volunteers.

Finding a Cost-Effective Communications Solution

Nation's Capital brings in the majority of its funding from its ubiquitous Girl Scout cookie program. As with any organization that relies on both volunteers and self-generated funding to gain revenue, getting the most out of available resources will always be a major concern.

"You know, when 60 percent of your revenues are created by little girls selling those great cookies, we're really careful with every penny that we spend," said Nation's Capital representative Laura Bassett.



Any new investment must be carefully considered, particularly from a financial standpoint. Unlike private businesses operating on a similar scale, Girl Scout councils cannot afford to write off an ill-suited tech investment or roll with the punches when unforeseen charges and expenses rear their head. At the end of the day, organizations such as these require phone systems that can be installed and maintained for at least a decade with little to no fluctuation in cost or performance.


This price-consciousness led the D.C. based council to initially work with two separate vendors for its phone and unified communications needs. One major firm previously provided the setup for the organization's two headquarters at a competitive price point, but was unwilling to extend that to the council's satellite offices. As such, those facilities relied on a legacy system provided by another entity entirely. This setup met the council's baseline needs for multiple years, but that measure of success was contingent on a stable price point.

When council officials reviewed their annual capital budget in July 2014, they checked with their old primary vendor to verify that their current system was fine as is and required no additional, costly upgrades. After receiving assurances that the phone system was set to operate for the immediate future, the council solidified its operating budget for the following year. However, just a few months later, the organization received word from their vendor that their phone system had reached its end of life and would lose the support needed to adequately protect against devastating service errors.



Defining a Successful UC Solution

There were a number of factors that needed to be considered when Nation's Capital staff began looking at their available options. The D.C. council required a highly effective solution that could be implemented at an affordable price point. The council wanted to work with a service provider that could guarantee competitive rates not just immediately, but also seven years down the line.



Because its existing phone system would lose support within a month, time was critical as well, and any viable option would need to be deployed without delay. Due to the council's existing relationship with two separate providers, vendors for both platforms were considered, but ultimately passed over for a solution that could meet each of its pressing needs.


A managed service provider that the organization frequently works with suggested looking into the UC solutions offered by Teo Technologies. Right off the bat, Teo could provide the desired performance at an affordable price point, as well as the ability to implement its services in a timely fashion.

Teo Offers Performance, Productivity Benefits

Teo also addressed a number of other lingering issues that had affected performance and prevented painless day-to-day communications between branch offices. Working off of two disparate platforms, for instance, it was difficult for staff members to quickly and easily direct calls from their volunteers. If volunteers called their local office to resolve a particular issue, there was no way to seamlessly route those calls to the appropriate council members. With Teo's solution in place, everyone has a simple, three-digit extension, and officials can quickly forward calls to the proper parties without forcing callers to hang up and dial a dedicated 10-digit phone line.

For many council workers, Teo UC solutions lifted longstanding burdens off of their shoulders and drastically streamlined their daily workflows. Instead of having a dedicated operator or receptionist for the entire organization, the council holds a rotation of 15 employees who run the main phone line every three weeks. Because these individuals worked at various locations, including satellite offices, their first vendor had previously provided dedicated phones to allow them to answer the council's primary line. What this did was force employees to oversee two separate lines and phones at certain times throughout the year, creating headaches and needless complexities. Because the entire council is united under a single Teo platform, such daily annoyances are a thing of the past as operators can now easily transfer calls to anyone within the organization.

That simplicity was not solely relegated to the operational side of things, either. Teo's UC services enable Girl Scouts of the Nation's Capital to condense both phone and data needs into a single delivery channel. Under the council's previous setup, it had multiple phone and data providers, resulting in numerous contracts to maintain and track. With Teo, the headache of working with separate vendors and reconciling various contracts is alleviated.



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Teo's Reporting and Support Features Bolster Service Quality

Teo has provided an unparalleled level of reporting in addition to its other services. With any telecom system, accurate call reporting is critical to not only determine that clients are getting what they paid for, but also to identify any wasteful and unnecessary practices that can be eliminated. The complexity of the council's earlier setup made simple reporting a chore, while offering very little depth beyond call senders and recipients. Teo's reporting features offer a flexibility that has enabled the organization to view call logs and other documents by a wide range of criteria and metrics. This allows for more accurate and beneficial insights into ongoing call activity. For instance, managers can spot if a customer service representative spends 20 minutes on an average call, which may indicate that the individual is not addressing issues in an expedient manner, and could be taking steps to respond to more calls in a given day.

Any major tech initiative can cause a great deal of anxiety for stakeholders, particularly when it is overhauling longstanding legacy systems. Going from a traditional or even hosted PBX to a true VoIP environment is a significant undertaking, and that's why it's important organizations work with service providers that make implementation as seamless as possible. In the Nation's Capital council's case, installing Teo systems has so far been a largely effortless process, and Teo has provided prompt and effective support whenever needed. Under a tight deadline, with the council's entire PBX ecosystem on the line, Teo was able to step in and implement an affordable, high-performance setup without delay.

"We literally had the server failing the day before we began the installation, so there wasn't a whole lot of wiggle room," Bassett stated. "We needed those new phones up and running, and by golly they were."