



Customer: The Ed Kaminsky Real Estate Team **Industry:** Real Estate
Location: Manhattan Beach, California **Number of Employees:** 25
System Displaced: Panasonic

Solution

- IP Office 406 v2
- PRI Card
- Digital Expansion 30
- 6 Ports VoiceMail Pro
- (6) 5410 Handsets
- (20) 5420 Handsets
- Clear One – Wireless Conference Phone
- Compaq VoiceMail Server

Why Avaya?

"Tekcera demonstrated the advantages of the Avaya solution in a way that helped the non-technical laymen among us to appreciate the vast improvements that it would deliver and the value it could bring to our four businesses. They opened our eyes to the many ways we could use this solution to improve the quality and effectiveness of our services. At the same time, we were not forced into options we didn't need. Overall, we felt very confident in the investment we were making."

– Deanna Whipp,
Marketing and Public
Relations Director

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The Ed Kaminsky Real Estate Team is a multi-company organization that consists of ItzSold — a division of Shorewood Realtors; SportStar Relocation; Premiere Estates Auction Company; and Braun, Inc. The four companies operate from the main offices located in Manhattan Beach, California.

Challenge

The success of Ed Kaminsky's family of real estate-related companies is highly dependent on effective telecommunications and leveraging staff members' capabilities across the four companies. The firm needed a solution that would enable separate public identities for the four companies, with efficient routing to appropriate individuals in the office and those working remotely or in the field. They needed to replace the unreliability, limited performance features, and high maintenance/line costs of their legacy system with a solution that could connect staff members with each other and their customers quickly and efficiently.

Results

- **Enhanced public image:** The Kaminsky companies have achieved a telephony solution that provides a high-tech feel and functionality that are appropriate for a high-end, multi-faceted real estate firm. They have personalized the messages and routing for all four companies so that customers are impressed from the moment their calls are answered.
- **Productivity and efficient utilization of staff:** Automated routing of calls and display features have created a vastly improved environment for staff to provide effective phone coverage and follow-through. The firm anticipates that productivity increases will help them to grow all four of the businesses significantly without increasing the size of their staff.
- **Ease of management:** The Avaya solution provides a "can-do environment" for managing the system in-house and being creative in utilizing its potential. Remote and in-person service by Tekcera, an Avaya Authorized BusinessPartner, provides great back-up support.
- **Revenue enhancement via outstanding customer service:** The Avaya solution helps ensure that customer contacts are received and answered quickly, and with a high degree of personalization built-into the automated routing. Forwarding of voicemail messages to e-mail and message alerts to cell phones help to ensure that no customer inquiry or offer is ever delayed or lost; and in a time-critical business, this can spell the difference between success and failure.
- **Cost savings:** Through the Avaya IP Office solution, The Ed Kaminsky Real Estate Team has achieved a cost-effective telecommunications solution for operating several small companies under one roof. They've eliminated per-line costs and enabled future growth without increasing staff. They can also reduce costs through conferencing and other advanced capabilities, and by moving from cell phones to softphones for field applications in the future.

“Nothing is more important in our business than the speed, cordiality, and businesslike manner in which a call is handled. With our old system, we had reached the limit on improvements that could be made, so our hands were tied. Now we have a dynamic and flexible solution that will grow and change with our business for many years to come. I don't feel that our options are limited to what our system can do. Instead, we have the capabilities to be creative and meet virtually any new business challenge that arises.”

– Deanna Whipp, Marketing and Public Relations Director