



CHESAPEAKE TELEPHONE SYSTEMS

customer experience



KELLY & ASSOCIATES INSURANCE GROUP

“Chesapeake has been a business and technology partner for the past 13 years. Jeff and his team have helped us grow. They’ve recommended better ways to communicate, which improved our operations.”

— **David Kelly**
VP, Kelly & Associates

AT-A-Glance

Customer

- Group Insurance Administrators, Brokers & Consultants

Solutions

- Voice Network connecting 3 offices and remote teleworkers
- Mitel 3300 IP phone systems and 300+ interactive phones
- Call Center Automatic Call Distributor & Reader Boards
- Mitel Teleworker module
- Overhead Paging System
- Unified Messaging & Voice Processing
- ISDN PRIs with DID/ Caller ID and Point to Point T1s

Key Benefits

- Call Center improves incoming calls and service response
- Ability to expand and grow
- Work at home
- Outstanding technical support

Better benefits for business...

In 1976, the Kelly family started their fledgling insurance agency in their home's basement. With small businesses struggling to secure affordable health care benefits, there was a growing need for alternative sources of benefit plans. The Kellys' vision was to bring together related companies to form larger groups, and to provide access to better rates and benefits. Their thriving family-run company has become one of the largest group insurance administrators, brokers and consultants in our region. Kelly & Associates has earned the trust of hundreds of brokers and 10,000 corporate clients... including our home team favorites... the Baltimore Ravens!

Connectivity for regional expansion

Based in Hunt Valley, MD, the firm's rapid growth first outstripped the capacity of an old Panasonic phone system, and more recently, a Mitel SX200. To accommodate new growth and the need for multiple locations – including offices in Delaware and Rockville – a new Mitel 3300 ICP/IP phone system was engineered to unify Kelly & Associate's voice network. Mitel's powerful Automatic Call Distributor supports a very busy call center. The firm's 50 call center agents are now distributed in 2 fiber-connected headquarters buildings where large reader boards beep and flash to help agents monitor and manage their incoming calls. A Mitel Teleworker module provides home office connectivity to Kelly's principles and remote staff in Virginia.

Flexibility for a dynamic business

With its new unified communications system, the firm's IT team has the ability to manage most of their voice communications changes through their web browser. When Chesapeake's certified technical experts are called on, 95% of the programming work is done remotely – speeding up the service and eliminating the need for a Chesapeake tech service visit. That makes Kelly's IT team and Call Center Managers very happy.

Comprehensive “insurance” coverage

“We've been dealing with Chesapeake for many years,” notes David Moser, CFO of Kelly & Associates. “They offer the technology to keep us ahead in the marketplace, the expertise to implement it in a timely manner, and they deliver prompt, courteous support when we need it. It's like having a comprehensive insurance policy for our voice network – Chesapeake has us covered.”

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