



# CHESAPEAKE TELEPHONE SYSTEMS

customer experience

*“Chesapeake was able to look at our business problem and apply technology to help us improve how we run our company. Our new IP voice network connects all of our offices to our call center in Germantown. We communicate better than ever and are saving a lot of money.”*

— **Cindy Griswold**  
Chief Financial Officer  
The Merchandiser Newspapers

## MERCHANDISER NEWSPAPERS



### A Consumer Resource Guide

Since 1982, The Merchandiser Newspapers has provided consumers in the Mid-Atlantic with helpful purchasing decision information. A print edition arrives in consumers’ mailboxes throughout the region every month, and a helpful online presence showcases “Advertising News Consumers Use.”

### The Problem

With corporate offices in Germantown, MD, the Merchandiser supports local sales offices in Pennsylvania, Virginia, and Maryland. The company had been operating separate phone systems in each location – which increased management expense, and boosted long distance bills because of all the internal calls between locations.

### The Solution

To reduce costs and serve their advertisers better, the Merchandiser wanted to centralize incoming calls and tie their locations together into a single unified voice network. Chesapeake engineered an IP solution that enabled call routing across remote locations. Linking the offices with T1s, Chesapeake installed and connected new Mitel 3300 IP phone systems. In addition to networking the offices, the 3300s are equipped with powerful tools straight out of the box. Important applications include Automatic Call Distribution for the call center, and Voice Mail with Auto Attendant. With a seamless voice network, the Merchandiser can now operate separate offices as if they are in one location, reducing call costs and increasing efficiency.

### The Results

Chesapeake implemented this approach with great success. Now when advertisers call a local sales office for help they are routed to the company’s headquarters where sales inquiries or requests for assistance are handled promptly. Meanwhile, the local salespeople are free to pursue new business and client visits without becoming tied up on routine calls. Competitive businesses always look for new ways to distinguish themselves in the market. Taking advantage of today’s technologies helped the Merchandiser improve their staff’s productivity, cut costs, and provide outstanding customer service.

## AT-A-Glance

### Industry

- Publishing

### Solution

- Mitel 3300 IP phone systems
- HP ProCurve data switches
- Structured cabling
- 200 IP phones
- ISDN PRIs
- Integrated Automatic Call Distributor, Voice processor, and Paging system

### Key Benefits

- Unified voice network
- 4 digit dialing between locations
- Centralized management of network
- Centralized attendant
- Reduced call costs – toll free calls between sites

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