



## Panasonic's Smart Hybrid Communications Solution Helps Put A Smile On Green RVs Happy Campers

**Client** - Green RV

**Location** - Gympie, Sunshine Coast, Redcliffe and Melbourne, Australia

**Products Supplied** - Panasonic KX-NS700 Hybrid Communications Platform x 1, Panasonic IP Telephone (KX-NT553) x 65

### **Challenge:**

A family owned and operated business which had outgrown its legacy communications platform which was cumbersome and proved difficult to communicate between branches, did not incorporate voicemail functionality, and was not allowing the business to offer best in class customer service.

### **Solution:**

Panasonic's KX-NS700 hybrid communication platform specifically designed for small-to-medium sized businesses, supporting Green RVs need for future expansion and improved communications between states and with their customers.

▀▀ Our vision of providing total support for our customers is now one step closer with improved communications across our staff and accessibility for our customers.

▀▀  
Green RV



Green RV is a family-owned and operated business that sells recreational vehicles, with four outlets across Australia. Green RV's business model calls for maximum support and interaction with their customers; however, their legacy communications system was not providing the support they needed.

Green RV had a mix of PSTN and ISDN lines and a "mish mash" of old telephony circuits, with no messaging and no inter-site visibility. Moreover, the system was cumbersome and came with very little after sales support. Potential sales were being lost, particularly after business hours as there was no ability for callers to contact staff during these times or leave messages. Customers had to resort to calling several sites looking for roaming staff members.

The certified Panasonic reseller, Phone Systems Brisbane assessed the shortcomings of Green RV's legacy system and came up with a solution tailored to their business needs and in line with their long term vision of complete customer support.

The Panasonic KX-NS700 was selected as the "flagship" platform and paired with robust Panasonic KX-NT553 handsets featuring high-definition voice quality, 12 x 2 flexible CO buttons and an easy to read 3-line backlit LCD. The Panasonic KX-NS700 is easily installed, offers a wide range of functions and is designed for future business expansion.

**No more missed calls, no more hunting for roaming staff**  
It is clear that all businesses depend on sales for their prosperity, their future expansion and their very existence. This is particularly true in a business like Green RV where sales people are moving between widely distributed sites and customers expect to easily reach the person handling their account. Add to this the requirement that such a business must be able to receive and respond to customer inquiries after normal working hours and you have a situation where a fast, modern and responsive communications system is an absolute priority.

Assessing both Green RV's less than optimal legacy communications system and its present and future needs, Phone Systems Brisbane recommended and installed the Panasonic KX-NS700. This compact smart hybrid system is designed for small and medium-sized businesses, businesses exactly like Green RV. It provides a simple solution for a comparatively small initial investment.

The Panasonic KX-NS700 is also forward-looking with the built-in capacity to handle up to 288 extensions as the need arises. In the future, it can also be integrated under the Panasonic KX-NS1000 communication platform, which can provide One LookNetworking for simplified central management and control of systems installed at multiple sites and handling of up to 1,000 extensions.



The KX-NS700 communications server supports a range of IP handsets and up to 288 extensions to accommodate for future business expansion.



However, for Green RV's present and near-future needs, the smart hybrid system not only supports legacy analogue and the new IP trunks, but also is a robust IP based platform that can grow to handle 100s of trunks and extensions. It also features a built-in call centre function that includes various features often requested by system supervisors.

With the introduction of the Panasonic KX-NS700 and the highly durable KX-NT553 handsets at the Gympie facility, old problems have vanished and new solutions have emerged. With Panasonic and SIP technology, Green RV now has an after-hours number that can initiate 4 calls at once to sales staff in the field, enabling them to deal with urgent customer inquiries and requests, improving customer satisfaction and ultimately contributing to a favourable bottom line for the company.

#### Powerful features results in smooth and efficient workflows

Green RV staff found a lot to like about their new Panasonic communications solution including:

- Press-of-a-button connection for inter-site calls
- Easy-to-manage voicemail system
- Easy-to-use conference call system
- Remote receptionist call handling during public holidays

#### The bottom line

Green RV's new Panasonic system has improved sales while also reducing costs. Big savings on carrier services have been possible, while at the same time caller capacity has actually gone up. Moreover, offices can now support each other thanks to comprehensive routing of calls, increasing localised sales opportunities. And perhaps most importantly, calls are no longer lost after hours thanks to inter-site visibility of all employee availability and 24/7 voicemail.

By adopting a Panasonic based solution, Green RV has modernised and rationalised its communications and received immediate benefits across the board and also set itself up for future expansion in the dynamic Australian RV market.



#### For more information

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