

Allworx insures peace of mind and efficiency at State Farm Agency



Kyle Fadeley answering a call on the Allworx 9112 phone.

“The phone system is my livelihood. I simply cannot afford to guess whether the system is meeting my needs. With Allworx, there’s no guesswork.”

Kyle Fadeley, Fadeley Insurance and Financial Services

KYLE FADELEY HAD REACHED HIS breaking point. He had grown weary of hearing the telephones in his insurance agency ring incessantly and of constantly fearing the loss of prospective customers calling into his antiquated phone system. Kyle decided it was time to invest in a new telephone system.

Fadeley Insurance and Financial Services Inc., a State Farm agency in Charlotte, NC, offers a broad portfolio of insurance products and financial services, such as home, auto, life and disability insurance, mortgages, mutual funds and retirement. Most of the agency’s marketing efforts involve direct mail

— sending postcards to prospective customers offering quotes.

When a prospect responds and calls into the agency, Fadeley Insurance is highly dependent upon its phone system to make sure none of those incoming calls is lost. The agency’s previous Northern Telecom system was beginning to show

its age, and Kyle Fadeley was not 100% sure he was capturing all the phone calls from customer prospects.

The agency turned to Allworx to reduce the constant phone ringing and to ensure that all prospect leads were being captured. For Kyle, Allworx is providing peace of mind on both counts.

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The Challenge

Fadeley Insurance and Financial Services Inc. previously had an antiquated telephone system that did not have such basic functionality as caller ID. When customers called in, if an employee wasn’t at his or her desk, the office’s phones would ring incessantly, keeping employees from working efficiently.

The Solution

- Allworx 24x system
- Allworx 9112 phones (9)

The Benefits

- Peace of mind
- Efficiency
- Cost savings
- Portability

Industry: Fadeley Insurance and Financial Services
Industry: Insurance
Size: 4 employees
Locations: 1 location

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Eliminating constant ringing — and the guesswork

“For whatever reason, our previous phones were set to ring a lot — about six times — before going into voicemail,” Kyle said. “When staff people were out of the office and all seven lines were ringing at the same time, the office was so noisy I could not hear myself think. Now, with Allworx, there is much-needed silence in the office.”

Fadeley Insurance installed the Allworx 24x system and nine 9112 office phones in January 2007. According to Kyle, the system is helping make missed calls a thing of the past. Before, it was asking a lot of a customer or prospect to stay on the line for six rings and wait for voicemail. Now, when a call comes in and someone is out of the office or away from his or desk, the call goes right into voicemail.

“The phone system is my livelihood,” Kyle added. “I simply cannot afford to

“By stopping the constant ringing of office phones, Allworx has proved its value and removed the stress of a ton of bricks from my shoulders.”

Kyle Fadeley, Fadeley Insurance and Financial Services

guess whether the system is meeting my needs. With Allworx, there’s no guesswork.”

Enhanced functionality

In addition to helping to make Fadeley Insurance a quieter organization, the Allworx phone system is also delivering a much higher level of functionality, resulting in greater efficiency.

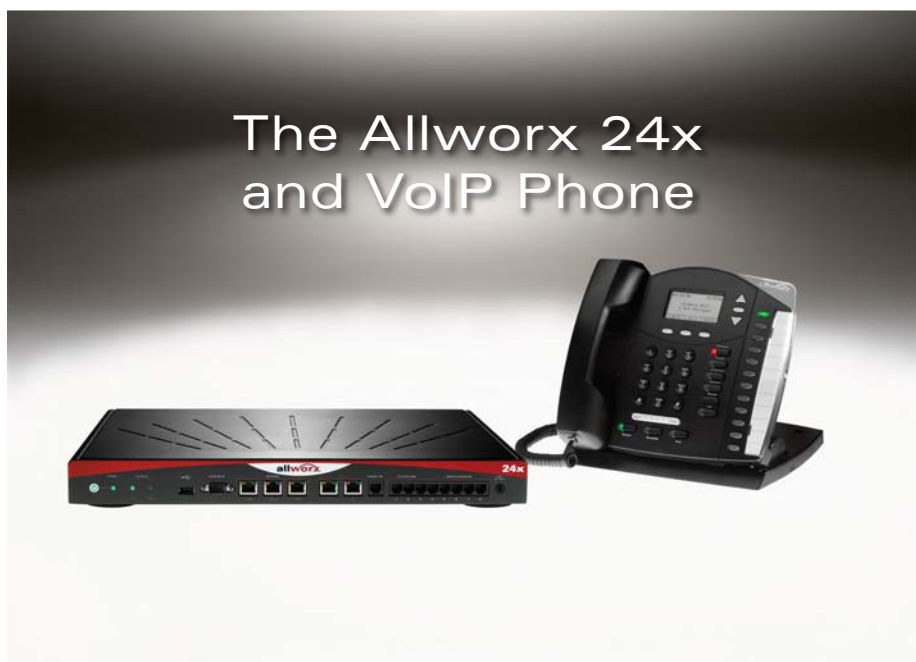
One relatively simple enhancement is caller ID. If Kyle is on his phone when another call comes in, he can see instantly who is on the other line and either politely interrupt his current call to take the other line or know that he will have an important voicemail message.

The ability to park a call allows an employee time to get some detail on what the customer is calling about and avoids the need to put someone on hold. With the previous Nortel system, an on-hold call would continually ding until it was picked up — adding to the noise level in the office. Call routes enable dedicated lines to be established for agency departments, such as sales and service.

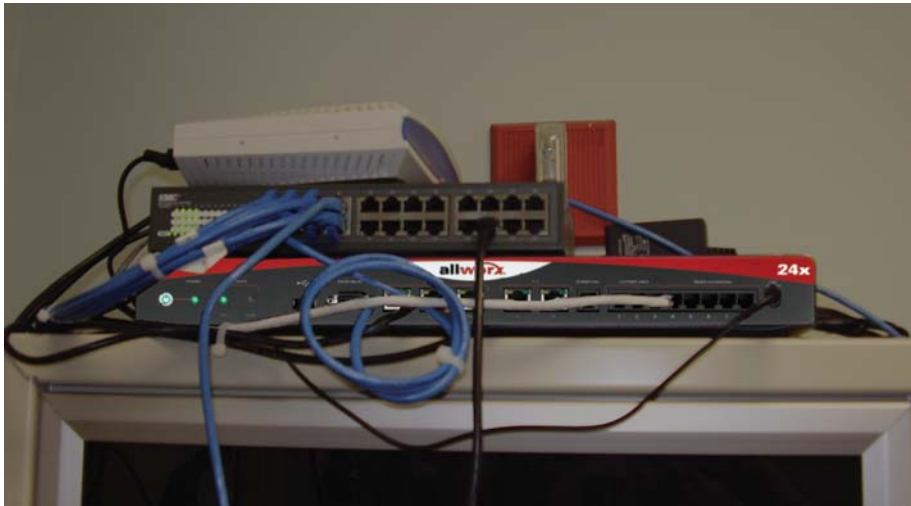
Fadeley Insurance is situated in a retail location that generates a lot of foot traffic. “The foot traffic is important, and I need to spend time greeting customers and prospective customers. However, there are times when I need to move to the back of the office or to work from home. Now, either is seamless with the Allworx system.”

Kyle has just begun to utilize the system’s portability, but it already has enhanced efficiency. “I haven’t taken the phone home a lot, but when I need to work from home, I can take the phone, plug it in and get much more done than if I was being distracted in the office.”

Kyle added that the system’s portability would be a useful tool for retaining valuable employees. If employees need to move out of the area, Fadeley can try to retain these employees — which he’s invested time and money in — by allowing them to work from just about anywhere, simply by taking an Allworx phone with them.



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Allworx is the hub of Fadeley Insurance's communication system. The Allworx 24x is shown above connecting to the PBX phone system, wireless router, Local Area Network and Internet.

"From the affordability to the cost savings and functionality, I would recommend an Allworx system to my friends," Kyle added. "By stopping the constant ringing of office phones, Allworx has proved its value and removed the stress of a ton of bricks from my shoulders." ■

A system for the future

Kyle Fadeley's decision to make the move to Allworx was based on the system's functionality and its affordability. Fadeley was sold on the system by the tag-team duo of Darlene Davis, a DeltaCom representative, and Michael Snyder of Allworx reseller Total Business Communications. Compared to another solution, the Allworx system cost \$10,000 lower.

Darlene Davis spoke of the ease of integrating with the Allworx system. "State Farms installation went the same as it does on the normal phone systems, nothing different, everything went smooth. I spoke with Michael and Rodney of Total Business

Communications about how to set it up and they simply said 'the same way you set up a normal one' I said OK, cutover was very easy."

Kyle sees the Allworx phone system as an investment not only for meeting his needs today but into the future as well. Although, the agency has begun to experience all that the Allworx system can do for the company, it is confident that there are even greater things to come.

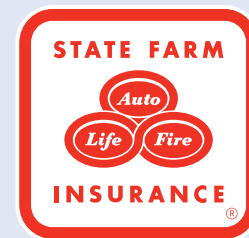
"With any new technology, there will always be some issues getting used to it," Kyle said. "So far, we're very pleased with what the Allworx system is doing to enhance our business. Everything has been extremely seamless."

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Kyle Fadeley, Fadeley Insurance and Financial Services

Company Profile

Fadeley Insurance and Financial Services Inc. of Charlotte, NC, is a full-service State Farm insurance agency, offering home, auto, life and disability insurance, along with mortgages, mutual funds, retirement and other financial services. Kyle Fadeley has been a State Farm agent since 1996.



To learn more contact:

Fadeley Insurance and Financial Services Inc.
State Farm Insurance Companies
8124 South Tryon Street, Suite A3
Charlotte, NC 28273
Phone: (704) 588-5585
Fax: (704) 588-4722
Email: kyle@kylefadeley.com
www.kylefadeley.com

Allworx in action

The Allworx system can be configured to meet the needs of any business. Our Authorized Allworx resellers work with you to create a configuration that suits your needs and prepares for

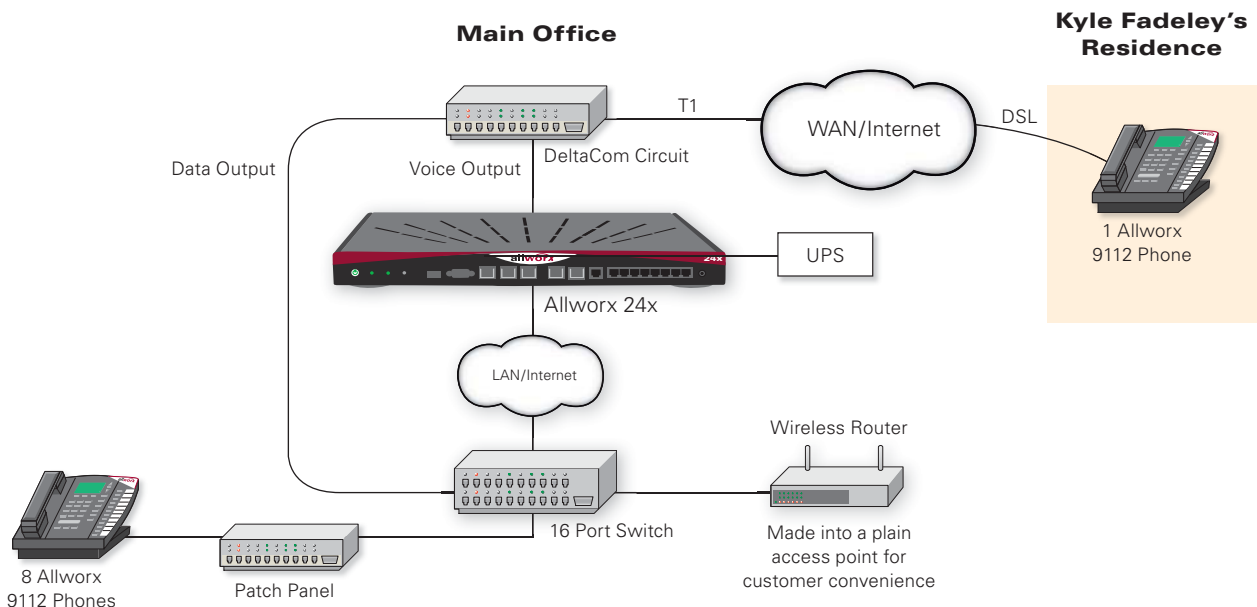
business growth. The configuration shown here was designed especially for Fadeley Insurance, satisfying their current needs and building a solid platform for tomorrow's expansion.

Fadeley Insurance - system components

Phone system	Network server	Advanced features	Options
<input type="checkbox"/> Analog phones*	<input checked="" type="checkbox"/> Automated backup	<input type="checkbox"/> Allworx Call Assistant™	<input type="checkbox"/> Analog station gateways
<input checked="" type="checkbox"/> Auto attendants	<input type="checkbox"/> Email server	<input type="checkbox"/> Allworx Call Queuing™	<input type="checkbox"/> CO line expansion units
<input checked="" type="checkbox"/> Customer call routing	<input type="checkbox"/> Fax support	<input type="checkbox"/> Allworx Conference Center™	<input type="checkbox"/> Mirrored disk/USB
<input type="checkbox"/> Multi-site calling	<input type="checkbox"/> File server	<input type="checkbox"/> Allworx Group Calendaring	<input checked="" type="checkbox"/> Music on hold*
<input checked="" type="checkbox"/> Presence Management	<input checked="" type="checkbox"/> Firewall SPI security	<input type="checkbox"/> Allworx Internet Call Access	<input checked="" type="checkbox"/> Switches*
<input checked="" type="checkbox"/> PBX & Key phone system	<input type="checkbox"/> LAN — PC network router	<input type="checkbox"/> Allworx Virtual Private Network	<input checked="" type="checkbox"/> T1/PRI gateway
<input checked="" type="checkbox"/> Remote users	<input type="checkbox"/> MS Outlook Compatibility		<input checked="" type="checkbox"/> Uninterruptible power source*
<input type="checkbox"/> Unified messaging	<input type="checkbox"/> Multi-site: _____		
<input checked="" type="checkbox"/> Voice over Internet	<input type="checkbox"/> One Inbox (unified messaging)		
<input checked="" type="checkbox"/> Voicemail	<input checked="" type="checkbox"/> WAN/Internet access		
<input checked="" type="checkbox"/> VoIP phones	<input type="checkbox"/> Web server		

* Integrated from previous non-Allworx communication systems.

Fadeley Insurance - Allworx 24x Configuration



Allworx is a state-of-the-art communication system that integrates a sophisticated phone system, a robust data network and software tools, all working together to increase employee productivity and business revenues. Designed for companies of up to 100 employees per site, Allworx improves communications while simultaneously reducing cost.

Installed and supported by an Authorized Allworx Reseller.



Total Business Communications, Inc.
 3301 Darby Ave.
 Charlotte, NC 28216
 704-334-7350
 Toll Free 1-866-673-8682
 www.totalbc.com