

VoIP call manager is the tipping point for top-selling sportswear company



Cutter & Buck was founded in Seattle in 1990 and has since grown to become a top selling brand in golf pro shops and resorts, and specialty retail shops across the country as well as at major golf events like the PGA Championship and the Ryder Cup. The company designs and markets upscale sportswear and outerwear under the Cutter & Buck brand, with all products featuring distinctive, comfortable designs, high quality materials and rich detailing. The company also sells its products through direct-to-consumer catalog, corporate sales and online at cutterbuck.com.

With nearly 370 Cutter & Buck employees spread across multiple locations: headquarters, distribution center, catalog sales center, and the showroom, the IT team at Cutter & Buck knew it needed a best of breed call manager system. After seeing a VoIP demonstration at a conference, the IT team decided it was time to make the switch and started evaluating VoIP companies including ShoreTel as well as service providers including All Phase Communications.

The tipping point

Cutter & Buck made the decision to go with ShoreTel after evaluating its systems, architecture and equipment. The IT team was extremely impressed with the modular architecture ShoreTel offered, but the tipping point for going with ShoreTel was its call manager client because it featured:

- **Automatic Look Up with the QuickDialer:** Fast, easy, intelligent searching of both Outlook and ShoreTel system directories to instantly find name matches and dial the number with just a click.
- **Visual Voice Messages and Outlook® Integrated Messaging:** All voice mail messages delivered to a user inbox, making it easy to retrieve and respond to messages in any order, as well as forward voice mail to any e-mail destination.
- **Call Handling:** Depending on the situation, customized responses can be built for different situations including establishing different call handling options to manage incoming calls when in a meeting, working from home or out of town.
- **Simplified Call Management:** For each incoming and outgoing call, the call manager software displays the telephone number, name, and call duration. The point-and-click interface provides easy, direct access to everyday features such as transferring calls, making conference calls, and placing calls on hold.

The systems

There were several reasons Cutter & Buck chose ShoreTel products including its modular architecture, robust call manager and simplified ongoing maintenance. “The modular architecture ShoreTel offered was a real selling point for me,” stated Nikki Juhlin, manager of technical systems at Cutter & Buck. “Even more important is ShoreTel’s call manager client, which was a huge part of our decision to go with ShoreTel.”

The challenge

Cutter & Buck needed to consolidate and integrate four independent locations into one system for call handling consistency. The legacy voice mail system they used was unpredictable and full of viruses.

The solution

Cutter & Buck initially found All Phase at a seminar the service provider hosted in partnership with ShoreTel and they chose to partner with All Phase because of the company’s commitment to customer service and system support. Cutter & Buck chose ShoreTel because of its dynamic call manager, modular architecture, and dedicated engineers.

The benefits

So far, Cutter & Buck estimates it is saving between \$30-\$40K per year on adds, moves and changes as well as on bandwidth charges.

Now that the call center is integrated into the customer support call center, Cutter & Buck is seeing faster customer response times and faster call handling.

The call manager client has saved a tremendous amount of employee time searching out phone numbers to call.



ShoreTel's unique, distributed architecture allowed Cutter & Buck to install a single image system connecting their facilities in Seattle and Kent, WA and Atlanta, GA. While geographically dispersed, the system functions as a single system allowing resources to be distributed or centralized as business conditions require. Cutter & Buck took advantage of the architecture by installing Contact Centers in Atlanta and Seattle allowing calls to be answered at 8:00 AM EST until 5:00 PM PST. To reduce traffic on the WAN and provide redundancy they also installed Distributed Voice Mail Servers in Seattle and Atlanta. To complete the system, Cutter & Buck installed:

- One 40/8 ShoreGear switch
- One 60/12 ShoreGear switch
- Five 120/24 ShoreGear switches
- Six ShoreGear T-1 switches
- Five Operator Call Managers
- Five IP 530 telephones
- Five IP 560 telephones
- 315 IP210 A telephones



Although Cutter & Buck is now able to solve 99 percent of all problems onsite themselves, All Phase continues to help them with ongoing system maintenance as needed. "The support we've received from All Phase has been amazing," said Juhlin. "We're really happy with the customer service. All of the All Phase engineers are very dedicated."

No more costly adds, move and changes

Cutter & Buck has one person who is able to handle adds, moves and changes for the whole company, while also managing the company's help desk. The cost for adds, moves and changes has significantly decreased from both a time and hard-cost standpoint. With the legacy system, scheduling appointments to make changes on the old system was very time consuming. But now, as expected, the new ShoreTel system allows for updates to adds and moves in just a few minutes.

Productivity improvements

Cutter & Buck has seen huge productivity improvements and efficiencies with employees using ShoreTel features including call forwarding, find me/follow me, and conferencing—to name a few. "With this new system it was fairly simple to train our employees how to use their phones, and the call manager system. Training employees to use our legacy system was much more difficult," said Juhlin.

Cutter & Buck found All Phase to be the best partner for the installation and management of the ShoreTel system they so carefully researched and specified. Now Cutter & Buck's IT team has the ability to quickly manage the telephone system for 370 employees with ease and can spend their time on other, more strategic projects which will help the company grow.

"The support we've received from All Phase has been amazing."

Nikki Juhlin

Manager of Technical Systems

The savings

From a telecommunications perspective, Cutter & Buck estimates it is saving between \$30-40K per year.

The goals

- Find a system with modular architecture
- Find a system with a robust call manager
- Save money
- System stability
- System monitoring, manageability and maintenance
- Gain internal control of adds, moves and changes
- System consolidation
- Unified messaging and communications
- Easily grow and shrink systems depending on needs

Contact All Phase to learn more about VoIP for your company, 206-363-3100.

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