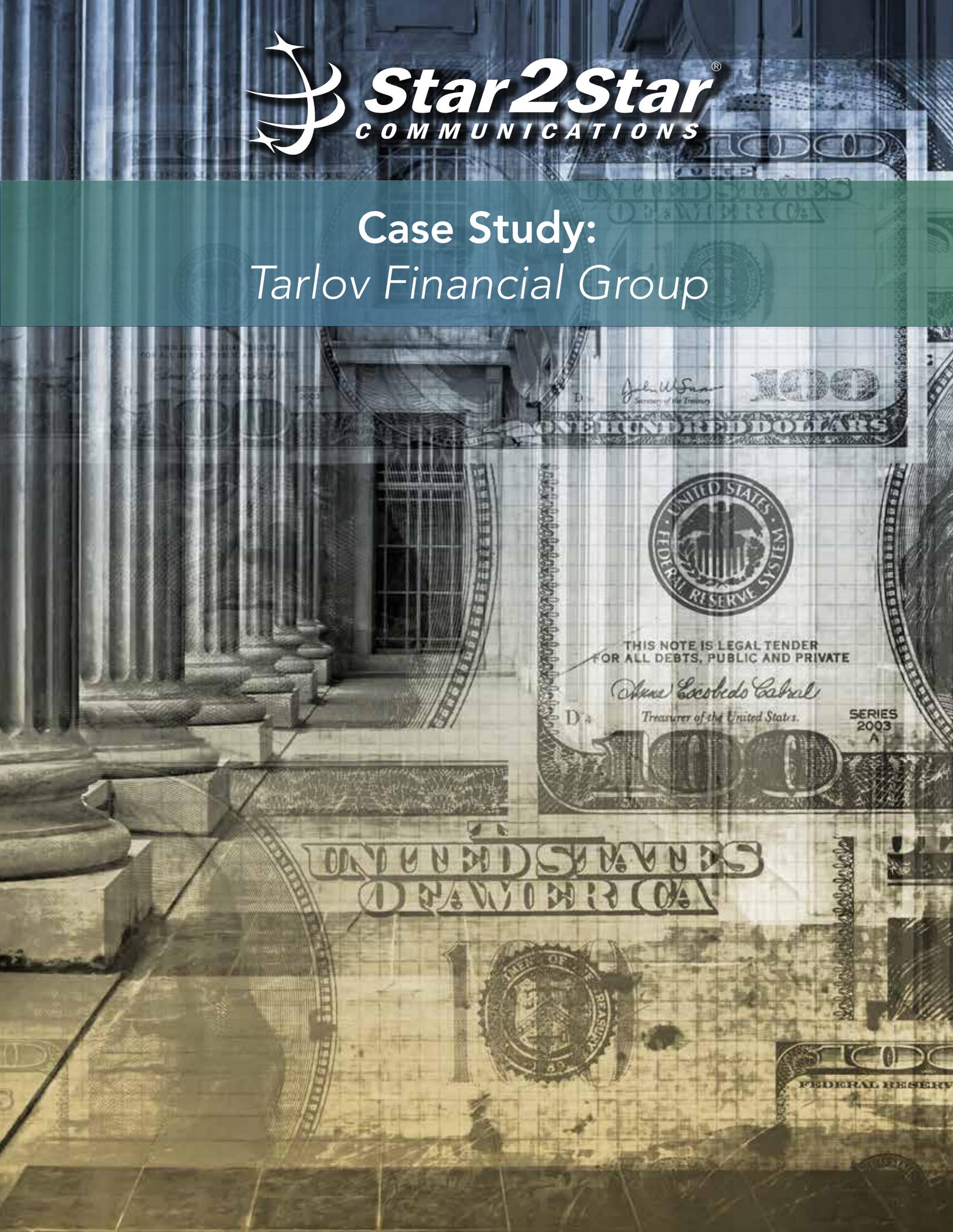




Case Study: Tarlov Financial Group





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Tarlov Financial Group is based in Connecticut, but Partner Robert Tarlov divides his time between Connecticut and Florida. During the winter months, he typically alternates between two weeks in Florida and two weeks in Connecticut, both of which are home to numerous Tarlov Financial Group clients.

The Problem: Having used the same office telephone system for more than sixteen years, Tarlov Financial Group found itself in need of an upgrade. Their previous system was so old that they were no longer able to find the necessary parts to make repairs. Tarlov turned to their local Star2Star reseller, who had provided their previous system 16 years earlier, to help them find a new system.



The Solution: After conducting thorough research and comparing several options, the decision was made to go with Star2Star. "Star2Star won hands down", said Tarlov. The location flexibility provided by Star2Star proved decisive. "One of the advantages of the Star2Star system that was the fact that my boss could have a phone in the Florida location, and I could have an extension number and talk to him like he was in the next office, and vice versa."

The Results: Star2Star has made it dramatically easier for Robert and Executive Assistant Jacqueline Krajewski to stay in contact when Robert is in Florida. "He can have a client down there, and we can converse as if we were in the next office."

Star2Star's Ease Of Use Saves Time And Money.

Based in Connecticut with a second office in Florida, Tarlov Financial Group needed a multi-office communications solution that was easy to use. That's where Star2Star stepped in and stepped up to the challenge!

Calling an extension rather than a number has made staying in contact both easier and less expensive. The user friendliness of the Star2Star system also factored into Tarlov Financial Group's decision. There was some reservation about making a change due to the group's familiarity with their old phones. "I've had the same phone system for 16 years, so I knew it inside and out." After a brief transition period, Jacqueline was able to quickly learn and successfully use Star2Star's system with the help of her "Techie person from Connecticut Communications." "They say you can't teach an old dog new tricks, well that's false."

The Bonus: Star2Star has proven its worth in other ways as well, among the most important of which were the cost savings. "(Star2Star) definitely saved us money." The system's flexibility has also benefitted the Tarlov Financial Group. "The fact that I can change the phone from the computer, the Star2Star (framework), login, change opening hours, closing hours. If we have a storm, I can call in and change the message and say the office is closed due to inclement weather, whereas before everything had to be done at the phone line."

The mobility that Star2Star provides has also been beneficial. "We're going to have about ten inches of snow overnight, so it does not look like I'll be coming into work tomorrow. So, I am taking the phone home with me, so I can answer the phone from home, and that's a big plus."

Star2Star Communications, LLC

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