



Case Study: *Suggs CPA Improves Business With Star2Star*



Suggs CPA

Suggs CPA is a public accounting firm with two primary locations in North Carolina. Most of the firm's 12 employees are divided between these two locations, but some work remotely from more distant home offices, some more than 100 miles away.

The firm first opened their second office in 2006. They decided they needed a new telephone system to link the two offices together, and a legacy PBX system was chosen. That system cost Suggs CPA more than \$20,000 to install and more than \$1,800 a year to maintain. After less than ten years, the hardware at one of the firm's locations began to experience significant problems. Suggs CPA was told that the hardware needed replacement, and that the cost of replacement was going to be very high.

Terray Suggs, P.A., founder of Suggs CPA decided to look into alternatives. He turned to Telco of Wilmington, a Star2Star partner, for help. Telco of Wilmington had installed Suggs CPA's first telephone system, before they expanded to a second location, but not the legacy PBX system that was currently failing. Telco of Wilmington introduced Mr. Suggs to Star2Star, and he was intrigued.

"I liked the features. I liked the technology, but I was concerned about Internet-based call quality," said Mr. Suggs. "But when I saw that Telco was involved and had pretty much quit selling everything else, I knew it had to be good. I researched some of the companies that Telco had installed Star2Star for, and I knew that there was no way they would have done it if it wasn't good."

Mr. Suggs even called some Star2Star users to see what they thought of the system. All of the reviews were positive. One lawyer had used Star2Star at his original firm before striking out on his own. He reinstalled Star2Star at his new firm. According to Suggs, "That was key for me that he liked it enough to install it a second time."

The cost of replacement proved a decisive factor. "The cost to completely replace the entire system at both locations with Star2Star was about the same as it would have been to replace the hardware at the one location."

Everyone at Suggs CPA has discovered that any concerns about call quality and reliability have been allayed. "It hasn't been a problem." Suggs CPA has seen other benefits as well. In addition to lower monthly costs and the integration of features like StarConferencing and StarFax Personal, the firm has been better able to integrate mobile workers. "The remote phones work great. That's been one of the positives. We installed a phone for a woman in Raleigh. It just worked. It was a real relief."

The ability to pool lines and provide every employee with a direct dial number has proven very popular. "Clients like to feel like you have a local presence. They can call me when I'm at either office from the same number. They think I'm in the office right down the road whenever they call. To not make the clients go through an auto attendant to reach you makes for really great customer service."

Mr. Suggs also takes advantage of the Bluetooth functionality of his Polycom VVX 600 phone. "The Bluetooth wireless on my phone works really well. That thing monitors my iPhone and my office phone simultaneously. It knows if I have it on my ear or on my desk. If you're on the phone a lot like me, that's a great thing."

Going forward, Suggs CPA intends to further explore Star2Star's features. The firm has been so happy with their Star2Star system that they have even recommended it to clients.