



BUSINESS

# Success Story



## Chieftain Harvesting gains wireless freedom and softphone functionality to keep business growing.

**Chieftain Harvesting, Inc:**  
[chieftainharvesting.com](http://chieftainharvesting.com)

**Headquarters:**  
Salinas, California, USA

**Industry:**  
Agriculture

**Number of Employees:** 50

**The Situation:**  
Chieftain Harvesting needed a wide range of headsets to manage their desk, PC, and mobile phone calls across a variety of environments.

**The Solution:**  
Plantronics Voyager® PRO UC, CS50™ and CS70™ headsets

### BACKGROUND

Established in 2002, California-based Chieftain Harvesting has grown to become a full-scale grower and shipper of fresh vegetables like green onions, parsley, kale, romaine hearts, iceberg lettuce, and leaf lettuce, with lettuce as their biggest seller. Among the company's specialty items is its patented romaine and red and green leaf lettuce — *Wholeaves*.

Vertical integration of the business has allowed Chieftain to gain better control of its supply chain, resulting in the ability to consistently provide the finest and safest vegetable products in the marketplace. Chieftain prides itself on the honesty and integrity of its professional sales staff, as well as the ability to adapt and meet the needs of an ever-changing marketplace.

### BUSINESS CHALLENGE

The work environment at Chieftain Harvesting is an integrated, around-the-clock affair. Harvest starts early in the morning. Later, crops are transported to coolers. And by evening, the crops are trucked to various markets around the country. While the company is shipping day and night, they're also updating orders and responding to customer questions. To keep things running smoothly, database access is critical. Employees from customer service and field supervisors to drivers and IT need timely information in order to communicate and keep orders moving, regardless of whether they're in the office or the warehouse, on the road, or in front of a computer.

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Growing our business by growing our communications.

**THE CISCO® UNIFIED COMMUNICATIONS 500 (UC500) SERIES, IP FLEXIBLE REACH VIOP SIP SERVICE FROM AT&T, AND PLANTRONICS HEADSETS PROVIDE A SEAMLESS EXPERIENCE.**

When designing the right solution for Chieftain Harvesting, communication specialists, The Maynard Group needed to take into consideration the company's wide range of needs. For example, the sales department experiences a relatively high call volume, yet the system must also meet the important, but less complex, needs of the packaging and distribution operations, as well as provide wireless mobility for the customer service and IT groups.

To satisfy everyone, The Maynard Group linked Chieftain's two locations together with a Cisco UC500 phone system, provided Cisco 7900 Series IP phones, installed a built-in Cisco conference bridge, and contracted SIP services from AT&T. Critical to the success of this system deployment was the addition of Plantronics wireless, hands-free headsets and Bluetooth®-enabled devices.

To meet California's strict hands-free cell laws, Chieftain chose the Plantronics Voyager PRO UC with Bluetooth connectivity for employees who travel. The Voyager PRO UC also provides access to softphone functionality, giving them the flexibility and mobility they need. And for employees who work in the office, Chieftain chose Plantronics wireless CS50 and CS70 headsets.

"We started out with a basic Bluetooth system for our mobile phone users, and when they moved to smartphones, we purchased smarter Plantronics Bluetooth-enabled headsets. Our in-office employees use Plantronics wireless headsets. With sales and customer support taking orders

all day, being able to get a cup of coffee or send a fax while on the phone has been very beneficial for them. And because Plantronics wireless headsets are hands free, IT has the freedom to move around, troubleshoot, or upgrade a system," said Erik Knorr, IT manager for Chieftain Harvesting.

After evaluating other audio options, there was no question that Chieftain would deploy Plantronics solutions company-wide. The Voyager PRO UC provides versatility between smartphones and laptops with a single headset. The hands-free CS50 and CS70 deliver high fidelity, wideband audio, and the best range in the industry, plus the built-in remote hang-up and pick-up options mean employees don't have to deal with multiple devices.

**MOBILITY AND FLEXIBILITY RESULT IN HIGHER PRODUCTIVITY**

Plantronics and Cisco were the right choice for Chieftain's multiuser, multisite deployment. Tight integration between Cisco and Plantronics makes it easy for users to interact with the Cisco phone system. Plus, employees benefit from excellent voice clarity and the ability to choose the wearing style that works best for them. With wireless mobility and flexibility, employees are not tied to their desks. They have the ability to get more done, which really boosts morale.

"To have flexibility, the wide range of Plantronics headsets that are available, and the simplicity of integrating it all into your phone system is great. It's amazing how simple it is — there's no complexity to it at all, which is one thing we really enjoy," commented Knorr.

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