



BUSINESS

# Success Story



## Vamp Communications aims to simplify its own communications.

**Vamp Communications**  
[vampcommunications.com](http://vampcommunications.com)

**Headquarters**  
Durham, North Carolina

**Industry:**  
Cloud Based Voice Applications

**Number of Employees:** 20

**The Situation:**  
Employees need to easily switch between a range of communication methods to handle customer and internal calls.

**The Solution:**  
Plantronics Savi® intelligent headset system

### BACKGROUND

Keeping in touch isn't just necessary for business; it is Vamp Communications' business. Specializing in cloud-based software applications that leverage the power of VoIP, their platform enables telecom companies to interconnect and exchange traffic. Vamp Communications' local and regional phone company customers simply access major U.S. telecom backbones to transmit their customers' voice and data.

Throughout the day, Vamp Communications executives are on the phone with customers and prospects, as well as the internal sales, technical and operations staff. Being able to quickly respond when a call comes in and having crystal clear audio are particularly important for a company dealing with telecom providers.

### BUSINESS CHALLENGE: JUGGLING MULTIPLE VOICE DEVICES REDUCES EFFICIENCY

With their focus on creating solutions to reduce costs while increasing flexibility, Vamp Communications values having choices in their communication methods. "We're in the IP telephone business, so we have IP phone systems and use Skype and other softphones to communicate internally," explains Michael Tindall, the company's co-founder who serves as president and chief technology officer. Smartphones accommodate calls when Tindall and other executives are out of the office.

While missing calls was not a problem, executives found that managing them across the range of communications systems was. "I could choose what device I wanted to

plantronics.



Savi 730

"Quick response and crystal clear audio are particularly important for a company dealing with telecom providers."

use to place a call, but I had no control when it came to someone calling me,” Tindall pointed out. “One of our software developers might call me on my mobile phone or he might Skype me or call me over my desk phone.”

The issue wasn't simply juggling calls over devices; privacy and audio quality issues also posed challenges. The executive team used Bluetooth® headsets to give them more mobility within the office. However, at times the wireless devices compromised call clarity, leading customers to inquire if the Vamp Software was causing the problem.

To avoid the call interference, executives would sometimes put a call on speaker, but that resulted in different complications. “You can miss part of a conversation when you are on a speakerphone, or someone may start talking not knowing you are on the phone, which can be embarrassing,” said Tindall.

Vamp Communications also used speakerphones when making Skype or other softphone calls in order to avoid buying additional USB headsets that worked exclusively with computers. However, speakerphones made having a private conversation impractical if not impossible.

Tindall decided that they needed to invest in something that enabled them to integrate all their communication methods. Whether a call came in on a desk phone, Skype or mobile, they wanted to just answer it without having to figure out what device to pick up.

### COMMUNICATION COMES TOGETHER

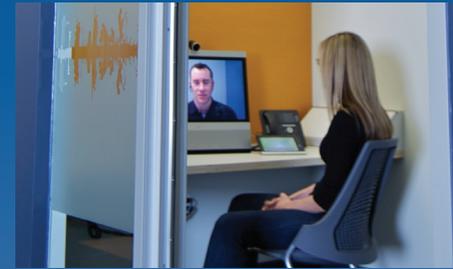
While exhibiting at a large IT show, the Vamp Communications team ran across the Savi 730 Wireless DECT™ Headset System at the Plantronics booth. With its ability to manage PC, mobile and desk phone calls with a single headset system, Savi seemed to be exactly what they needed to unite their various phone systems. Tindall said the Plantronics industry recognition also gave him the assurance of quality and reliability.

The company bought Savi systems for executives and some members of the technical team and found benefits even beyond their initial list of needs. Now regardless of how a call comes in, The Savi intelligent headset can answer. The DECT wireless technology still provides the mobility they enjoyed, allowing employees to roam up to 350 feet away from their desks and stay connected. Savi also is enabling the company to have more impromptu conference calls.

Above all, Savi has provided the high quality and efficiency that Vamp Communications sought. “We have crystal clear quality, which gives us more confidence when we call someone,” Tindall said. “And by simplifying making and receiving calls, Savi has significantly increased our efficiency and productivity. We're actually having more phone conversations with people.”

Savi eliminated Vamp Communications' hang up of juggling phone devices. For a company in the telecom industry, avoiding hang ups is what it's all about.

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“One of our software developers might Skype me with a question and I want to conference in someone to resolve the issue. I can just dial my desk phone and get someone else on the call. My Savi 730 is conveniently able to bridge the two.”

– MICHAEL TINDALL  
PRESIDENT AND CTO  
VAMP COMMUNICATIONS

