


## CASE STUDY

 1,600 employees

 Nonprofit organization

 OfficeServ 7000 Series

**SAMSUNG**

### A SMART Communication Solution for Nonprofit Organizations



#### Building Inclusive Communications Capability to Help the Blind Communicate

##### About Goodwill Industries of New York, New Jersey

Goodwill Industries of Greater New York and Northern New Jersey, Inc. is a non-sectarian, nonprofit organization serving people with disabilities, including developmental, intellectual, physical and psychiatric, blindness, the unemployed, new immigrants, ex-offenders, mature workers and underserved youth. Goodwill's diverse programs span New York City, Northern New Jersey, Long Island and the Hudson Valley. Goodwill serves more than 136,000 people annually. Goodwill Industries of Greater New York and Northern New Jersey is one of the oldest Goodwill affiliates in the United States, and one of more than 200 Goodwill Industries International affiliates worldwide. The organization has served the NYC area for almost a century. See [www.goodwillny.org](http://www.goodwillny.org).

##### About North Shore Telecommunications

North Shore Telecommunications Inc. is an authorized Samsung dealer based in Smithtown, NY with over 30 years' experience in the telecommunications industry. North Shore Telecommunications provides voice and data solutions, infrastructure and telecommunications consulting, and communication services.

## Background

Goodwill Industries of New York and New Jersey, one of the oldest Goodwill affiliates in the US, needed to streamline incoming calls from 46 stores to a single location, and utilize assistive software technologies for its customer service representatives who are blind or visually impaired. Goodwill NY and NJ in partnership with its vocational rehabilitation program developed the 'Call Forward' project, specially designed to create a customer service and support call center for the retail division. Needing to expand their current capabilities, Goodwill Industries turned to North Shore Telecommunications, authorized Samsung dealer, to upgrade the organization's current phone system throughout its entire network. Their most immediate needs included the following:

- Build a solid foundation for a Call/Contact center
- Improve stores' customer experience and satisfaction
- Create more job opportunities for the disabled.

“Our decision was based on the value and expertise provided by Samsung and North Shore Telecommunications. They helped us with the technology and the IT integration challenges we faced.”

## The Samsung Solution

The project required a thoughtful approach to accessible computer, phones, equipment, database and software. North Shore Telecommunications was truly committed to go above and beyond in helping Goodwill work through a long and arduous process to create a social enterprise that would benefit people with legal blindness.



# CALL FORWARD PROJECT

## A SMART Communication Solution for Nonprofit Organizations

### Components

#### IP-PBX

(1) OfficeServ 7400  
(46) OfficeServ 7030

#### Phone

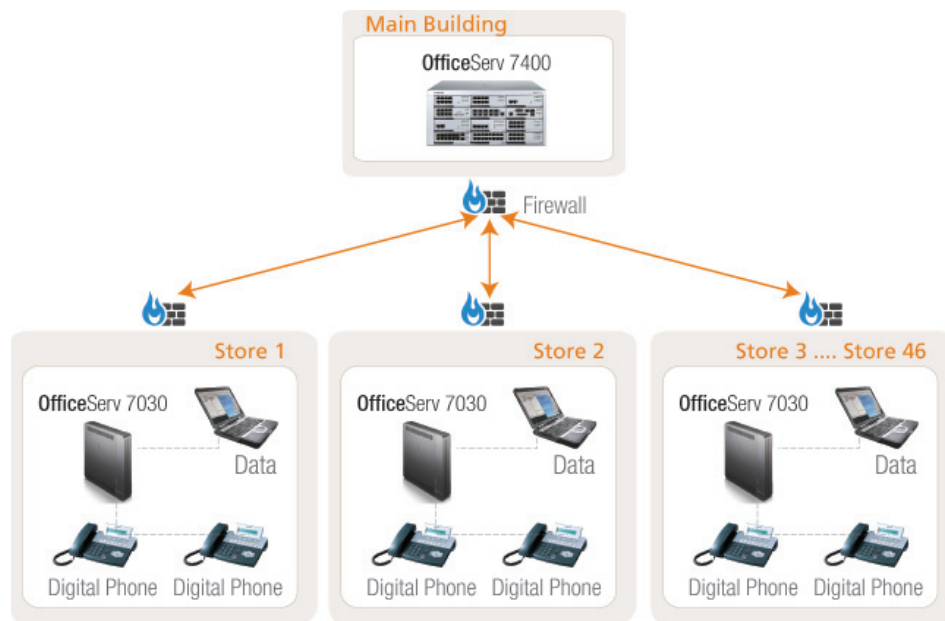
(138) DS 5014D  
(5) DS 5021  
(30) iDCS 28D keyset  
(10) iDCS 18D keyset  
(10) Softphones\*

#### Applications

OfficeServ Call,  
OfficeServ Link  
OfficeServ DataView

#### Other Equipment & 3rd Party Apps

Ancillary softwares  
3rd party dual channel headset



First, a Samsung OfficeServ 7400 system was deployed with 3 Dual PRI cards, 48 digital station ports and 64 VoIP channels Via 2 and OAS cards for 64 channels of remote connections at the main administration and call center location. Additionally, 46 store locations were equipped with OfficeServ 7030 systems with SPNet to the main location with three DS 5014D stations at each store.

All store calls are answered in the Call Center through a Samsung OfficeServ 7400 with Softphones installed behind a server with OfficeServ Call, which offers PC-based contact tracking and scheduling on-screen dialing from Microsoft Outlook® contacts and digital telephone programming. Also, OfficeServ Link, and OfficeServ DataView software along with ancillary programs for the visually impaired representatives are used in conjunction to provide a screen pop with the store that is being called, for easy identification, prioritization and proper routing of calls, as well as its related store information such as hours of operation, special sales, directions, etc.

### Results

The largest benefit for this customer was the ability to use the softphone program along with two ancillary programs with macros to assist the blind or visually impaired staff. The results totally transformed Goodwill's operations and have provided the following benefits:

- Increased call volume processing
- Improved customer satisfaction
- Improved and consistent customer service
- Better support to stores that are often understaffed
- Less interruptions, allowing store personnel focus on their jobs
- More productive and motivated staff

While a constant increasing volume of calls is being reported, staffing patterns at the stores remain the same; the staff has the opportunity for additional training, and there has been less staff turnover during the nine months since the program started. Sales and projections for the year are up, allowing the retail division to open more stores throughout their territory.

**“It has been the work of many to make this a reality –we are grateful to Samsung and North Shore Telecommunications for providing us the goods, services and commitment to create this social enterprise that benefits those we serve.”**

\*This product has been replaced by Samsung Communicator Softphone mode.

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