



## Craftwork Plumbing looks to the landline

VTech 4-Line Small Business Phone System at the heart of commercial plumbing company's customer service

Craftwork Plumbing, Inc. has installed a lot of faucets, pipes, sinks and hot water heaters over the last 25 years. The Portland, Ore.-based small business works directly with commercial and residential contractors to provide plumbing services for new construction projects—spanning from retail centers to multi-family housing units.

*“We get our customers to the right person the fastest way possible by triaging them through our landline auto-attendant,” says Neil Grubb, president and owner of Craftwork Plumbing.*

### Industry

Commercial services

### At a glance

- Improved customer communication
- Reduced costs
- Expandability

### Product

[VTech 4-Line Small Business System](#)

## The case for the landline: the best way to meet customer needs

On any given day, you can find about 20 journeymen and apprentice plumbers working in the field. In order to schedule and manage this work, Craftwork relies on its landline system for customer-related calls.

Customers don't contact plumbers directly with project updates or questions. Instead, they call the office's main landline number. This process streamlines communication in a way cell phone communication can't. “We get our customers to the right person the fastest way possible by triaging them through our landline auto-attendant. This makes it a logical process,” says Neil Grubb, president and owner of Craftwork Plumbing. The auto-attendant feature routes callers to the appropriate department contact—whether the scheduler, estimator or project manager. “Most companies are so reliant on their cell phones. For us, if a customer calls someone's cell phone in the field, it's unorganized.”



CM18445  
VTech 4-Line Small Business System Main Console

## Making the switch: old cumbersome phone system wasn't cutting it

It's expensive to maintain a legacy ISDN PBX system, requiring a circuit board, Grubb says. The last time the company's circuit board failed, the entire phone system was out of service for an entire week. Plus, the system's desksets had neither a display screen nor caller ID, which often caused user frustration.

When Craftwork decided the time had come to upgrade their system, they considered a cloud-based system, but ultimately decided on an on-premise traditional solution. The company chose the VTech 4-Line Small Business System because of its practical features, competitive total cost of ownership, and easy installation. "I wanted to minimize recurring costs, and the investment in layers and layers in security and backup isn't necessary anymore," he says. That's why the VTech system, which is so easy and so affordable, makes a lot of sense."



## Easy setup: VTech 4-line system ready to go in under an hour

From start to finish, Craftwork installed VTech 4-line system desksets in their office in under 60 minutes without additional support from a phone company or a professional installation service. The process required connecting the main console to the analog phone lines, and then registering the desksets. "Everyone was amazed that you could do it without wires."

Because the office phone system serves as Craftwork's central hub, it was crucial to get the auto-attendant up and working immediately on the new VTech system. The administrator was able to re-record the current script and assign extension numbers for each department—all in just a few minutes.

Employees also benefit from advanced features, including full-duplex speakerphones and voicemail customization. Besides the ability to record customize voicemail greetings, it's easy to see whether a customer has left a voicemail. "The first thing you see when you get back to your office is a big message waiting light," Grubb says. When people leave a voicemail in the general mailbox, someone can transfer the voicemail to another extension. "I can hit 'transfer,' and boom it's gone."

## Room for growth: option to expand with desksets, accessories

Craftwork has the option to add up to nine compatible desksets, handsets or headsets to their VTech console. Thanks to DECT 6.0 wireless technology, these accessories have enough range to work virtually anywhere in the office. Employees can take calls away from their desks while retrieving files or grabbing a cup of coffee.

Adding more phones and accessories is easy. For example, if and when Craftwork needs to add a deskset for a new employee, they follow one simple step—plug the wireless deskset into an AC power outlet. That's it. The deskset will automatically register to the network. "You could have not done that with our old system," Grubb says.



**VTech 4-Line Small Business System**

## The ultimate small business solution: save money, keeps up with customers

As Craftwork expands, they will continue to find value in the VTech 4-Line Small Business System, supported by a landline service. The VTech system is a powerful tool to streamline incoming calls without the need for back and forth cell phone communication, Grubb says.

The VTech system helps the business' main office manage customer requests and schedule jobs in the field faster and more efficiently than other methods. "I can't imagine a small business the system would not work for," he says.

### About VTech Communications, Inc.

VTech is the world's largest manufacturer of cordless phones, and provides highly sought-after contract manufacturing services. The company's mission is to design, manufacture and supply innovative and high-quality products in a manner that minimizes any impact on the environment, while creating sustainable value for its stakeholders and the community.

For more information about small business solutions, go to [www.vtechphones.com/business-phones/4-line](http://www.vtechphones.com/business-phones/4-line).