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GrandSouth Bank

GrandSouth Bank is a locally owned bank serving greater Greenville, S.C. The bank's 85 employees are committed to exceeding expectations, whether customers visit any of the bank's three locations in person, as many do, or bank by phone or electronically. Founded in 1998 in Greenville, and now with branches in Fountain Inn and Anderson, S.C., GrandSouth Bank believes that its success comes from a supportive and rewarding work environment that encourages staff to put its customers first. For more information, visit **http://www.grandsouthbank.com**.

Challenge

For some of GrandSouth Bank's customers in Fountain Inn, S.C., regular and even frequent visits to the bank are a friendly facet of community life as well as an effective way to handle transactions. But visiting the bank isn't for everyone, and for any customer, there are times when banking by phone is vital. Until recently, according to GrandSouth's IT manager David Switzer, customers and bank employees were often ill served when they attempted services over the bank's antiquated phone system.

"We had an old system from a small vendor, and problems with the phones arose almost daily," said Switzer. *"We didn't have much confidence in that vendor's technology or support, so we considered a range of communications options, rather than to upgrade and update the old system."*

Assisted by his Avaya SMB Expert BusinessPartner, Switzer undertook a six-week exploration of several vendors' offers, seeking a replacement that would provide high availability, rich features and ongoing growth potential at a reasonable cost. Switzer also wanted to reduce monthly spending on leased private lines. And senior management was keen to ensure the continuity of the bank's communications.

Switzer also wanted to support the bank staff's growing need for mobile communications, as well as provide them with modern voicemail. He was tired of thumbing through a cumbersome manual just to provision a mailbox, and he wanted a voicemail system both reliable and easy to administer. He also wanted to support the bank's growth opportunities in areas such as car loans with a requirement for high-volume faxing to automobile dealers. The lack of ports in the old system was an impediment to faxing and a bottleneck for developing the car loan activity.

Finally, Switzer required a transition from old to new that would take no longer than a weekend and be transparent to customers.

Solution

Switzer added up the numerous costs required for a meaningful upgrade of the current system and assessed his lack of confidence in system support that he might expect for an upgrade. When he weighed those against a range of vendors' alternative solutions, the trade-offs showed the Avaya IP Office solution offered the right features at the right price, while the support offer from his Avaya SMB Expert BusinessPartner provided the highest confidence in achieving business value from the system.

> **It's great to see our customers taking advantage of Avaya solutions, expanding their voice applications and serving their customers better.**
>
> — *Director of Sales and Marketing, Avaya SMB Expert BusinessPartner*

And so the partner rolled up its sleeves and installed Avaya IP Office at all three bank locations, interconnecting them on a common data network. The IP Office voicemail capability was centrally located in the headquarters, as was a Multi Tech Fax Finder Server vital to certain high-volume bank transactions.

Results

- **Expanded business opportunity thanks to paperless faxing.** IP Office handled sharply increased fax volumes while cutting port requirements and reducing paper faxes tenfold. Instead of each incoming fax tying up a port, IP Office ascertains that the message is a fax and directs it to the right user's email inbox. GrandSouth Bank enjoyed auto-dealer loan growth, marked by a 50-percent expansion of loan service staff.

- **Cost reduction.** Switzer eliminated two trunks leased for voice and now was paying for only one to support connectivity to the bank's data hub.

- **Increased customer satisfaction as calls reach the right employee.** GrandSouth Bank wanted all calls to be answered quickly and preferably at the branch the customer had directly dialed. Previously, if a call was not picked up immediately, it was almost always routed to outside the branch to the Greenville headquarters. The new system, however, reduced out-of-branch rollovers to a tenth the former level. Hold times also dropped dramatically. Customers hear less music because the PhoneManager Pro capability enabled Switzer for the first time to identify and relieve potential traffic bottlenecks.

- **Mobile communications with right features.** Bank staff use cell phones and have increasingly adopted personal digital assistants. IP Office provided call twinning – automatic connectivity from the enterprise system out to a mobile device when the desk phone isn't picked up. Switzer valued IP Office for providing mobility without an overload of unused bells and whistles.

- **Confidence in continuity.** IP Office's architecture enables the units in one branch to take over for the others in event of local failure, keeping features active and performance robust in the branches not affected.

- **Pain-free migration.** The BusinessPartner's implementation of the new IP solution was transparent to the bank's customers and even most of its staff. *"We scheduled most of a weekend for cutover, starting Friday evening, and I was amazed that the system was operational by about 9 p.m. that very night,"* said Switzer. Switzer also praised his BusinessPartner for excellent ongoing support: *"By helping train my users, instead of me doing it, they have freed me to fine-tune IP Office to meet GrandSouth Bank's business needs,"* he noted.

Applications and Services	
• Avaya IP Office	• Multi Tech Fax Finder server
• Avaya IP Office PhoneManager Pro	• Prime Line Communications installation, training and maintenance
• Avaya IP Office VoiceMail Pro	

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or access other collaterals by clicking on **Resource Type** under **"Do Your Research"** at **www.avaya.com**.

> **Our old system needed an upgrade or replacement. Avaya IP Office easily persuaded me that it was the way to go, and it's fulfilled my expectations for reliability, features, scalability and ease of management – at the right price.**
>
> — *David Switzer, IT Manager, GrandSouth Bank*

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