

Company profile

- Headquarters:
St. Louis, Missouri

Founded in 1998, Insurance Source specializes in commercial and personal lines insurance, representing over 35 A+ rated carriers. The agency has more than 30 brokers with experience in every industry—from home and life insurance to workers' compensation and group health.

theinsurancesource.com

- Problem:
As a successful, independent agent, Insurance Source has always been proud of the relationships they've built with their customers—connections that were becoming more difficult and costly to manage with the IP phone system they had been using. The phones weren't keeping pace, not working in some cases and forcing them to pay for advanced features as add-ons.
- Solution:
The AT&T Synapse® business phone system has allowed Insurance Source to enhance their high levels of customer service, simplify administration, control costs and respond to more business.
- System Profile:
 - 37 users
 - 36 SB67030 desksets
 - 2 SB67080 expansion modules
 - 1 SB67060 T1/PRI gateway
 - 2 SB67050 analog terminal adapters
 - 2 TL7800 cordless headsets

AT&T Synapse: the right choice

For more than 15 years, Insurance Source has been helping people understand insurance—connecting them with the right companies and the right policies to best protect their customers' financial wellbeing.

They credit their success in large part to their high customer service standards and their commitment to long-term relationships. To that end, having a reliable, easy-to-use phone system is an imperative. That's why they chose the AT&T Synapse® business phone system.

The case for change

By the time Insurance Source was ready to overhaul their phone system, they had a 3-page list of issues. They were spending nearly \$2,000/month for service they weren't getting, struggling with features that didn't work.

Having worked with VTech SMB Partner, Audio Video Solution, for more than seven years, they knew they could trust their recommendation to replace their existing phone system with AT&T Synapse®. Their decision to change systems was a big one though, as they were under contract with their current phone vendor.

Within the first day of installing and turning on Synapse, they knew they'd made the right decision.

An easy sell

According to Mike Ross at Audio Video Solution, Synapse was an easy sell. That was partly due to his enthusiasm for the product and the company. "I love it," he says. "It's the best system backed by the best company I've ever worked with."



Right away, Insurance Source was drawn to the large, easy-to-use displays and big buttons on the desksets. They liked that Synapse was easy to upgrade and thought it was well priced too—especially for the features it included. Their previous phone system nicked and dined them for anything beyond their package rate; for example, they had to pay to forward calls to their cell phones. With Synapse, they can use voicemail-to-email forwarding as much as they want at no extra charge.

It was easy to install and learn too. “Everyone picked it up easily,” says Ross. “When I had a question, I called the support team and they were always right there with the answers. The service after the sale has been key.”

Ross helped the company install and configure a T1 gateway (SB67060), two analog terminal adapters (SB67050), 36 desksets (SB67030), two expansion modules (SB67080) and two cordless headsets (TL7800).

“I know that when I install Synapse, I don’t have to worry about it breaking down,” explains Ross. “That’s peace of mind for me and for my customers.”

AT&T Synapse: Simplicity without sacrifice™

AT&T Synapse is the ideal communications solution for growing businesses. Features such as voicemail-to-email forwarding, call queuing, ring groups, remote access, least cost routing, group mailboxes, music on hold, FXS ports and busy line signaling keep everyone plugged in and productive. It’s all backed by a two-year warranty from a trusted brand that’s committed to helping SMBs stay ahead of the curve. The simplicity you want to get up and running quickly with the flexibility, mobility and affordability you need to outpace the market—that’s AT&T Synapse.



SB67030
feature deskset



SB67060
T1 gateway



SB67080
expansion module



TL7800
cordless headset