

## Minster Bank Dials in Cohesive Customer Service with Centralized VoIP Phone System



Not long ago, if a Minster Bank customer's call was routed from the main bank to a branch, the transfer process was somewhat clumsy and could take longer than desired. The aging phone system was inhibiting the call center's ability to provide the first-rate local service the bank is known for. The bank also suffered service outages. Each time, customer service manager Julie Uhlenhake would begin a tedious and costly troubleshooting process.

The locally-owned Ohio bank faced these and other challenges caused by a network of different phone systems and the channeling of calls through the WAN. "I kept saying a phone system is a phone system," Julie said, "but the only thing a bank has to set it apart is service, and the phones have to support that."

As the bank grew, management realized the phone system would not be able to grow with them, and they began shopping around. They already had narrowed their choices to two firms when their fiber vendor referred them to Parallel Technologies. "We went to hear what they had to say as a courtesy," Julie said, "and we ended up being so impressed with their knowledge, experience and responsiveness that we chose them—their solution also was the most cost effective."

Parallel analyzed the bank's needs and recommended a centralized ShoreTel® VoIP system that will support a quadrupling of Minster's size. "Installation went very well," Julie remembers. "We had their undivided attention for two weeks...not because they had to, but because it's just what they do."

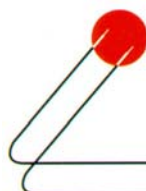
Since installation, the bank has reduced overall phone costs by 30% to 40%. Robust ShoreTel features allow Minster Bank branches to communicate better and move calls 50% more efficiently, according to Julie. "We reduced call center talk time because we can see exactly who is doing what," Julie said. "And it makes us look slicker, like I'm sitting right next to a colleague, but he's 30 miles down the road."

ShoreTel's blue-ribbon Graphical User Interface (GUI) makes phone use easy and eliminates repetitive training. Recently, branch employees came to the main bank to help process refinancing applications. They pushed a few buttons to reprogram phones, and it was as if their own phones were right in front of them. The WAN also allows the bank to use up-to-date technology for back office capture and remote deposit capture which has eliminated the need for daily couriers and added operating efficiencies.

Julie says there is no doubt the ShoreTel system and Parallel's extraordinary service have saved time and money, while improving the bank's image. No matter what unforeseen challenges the U.S. economy delivers in the future, she and Minster Bank will be ready to serve customers efficiently. "It's all about working smarter, not harder," Julie says, "and this phone system makes everything easier."

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