

CUSTOMER EXPERIENCE

"It was a huge undertaking to add our new space. ISN Telcom makes my life easier by taking care of our phone system and making sure our customers can always reach us."

Daniel Kron
President
Genius Jones

CUSTOMER

- ▶ High-end retailer
- ▶ Children's apparel & essentials
- ▶ Miami, Florida

IT OBJECTIVES

- ▶ Connect multiple locations
- ▶ Flexible communications
- ▶ Access to information
- ▶ Support online business

SOLUTIONS

- ▶ Managed Hosted IP phone system
- ▶ Cisco IP phones
- ▶ Broadband Access
- ▶ IP VPN
- ▶ Innovative calling features

KEY BENEFITS

- ▶ Voice & data networking
- ▶ Call rollover between stores
- ▶ Extension dialing among locations
- ▶ Easy, web-based administration
- ▶ Supports business expansion
- ▶ Happy customers



genius jones

SMART & FASHIONABLE

Discerning, high-end clientele appreciate children's products that are well designed, functional, and hip - and this popular Miami retailer is expanding to give them what they want. Genius Jones had a storefront on trendy Lincoln Road in Miami Beach, and they recently added space in the Design District - including a store, corporate offices, warehouse, and customer service operations. Their website supports online orders generated by extensive media coverage. Genius Jones needed a phone system that could keep up.

INTELLIGENT DESIGN

Optimizing business processes for in-store, web and telephone retail activities required a more advanced communication system and data network. But Genius Jones did not have its own IT shop to guide the transition. ISN Telcom stepped up with an innovative solution. A hosted IP phone system provides all the features and support Genius Jones needed - without the upfront cost and management burden.

STYLISH MAKEOVER

ISN Telcom installed IP Phones at all Genius Jones locations. ISN Broadband supports customer calls and convenient extension dialing between locations. With call rollover, customer calls to a busy store can be picked up at the other store to ensure prompt service. Find me Follow me allows office calls to get through to decision makers the first time, every time - regardless of where they are traveling. An IP VPN allows employees at any location to check on companywide inventory - and satisfy even the most demanding customer with a quick response.



HIP PERFORMANCE

Whenever a phone is added or moved, employees simply plug it into the nearest data wall port and it automatically synchs up over the local network to the ISN IpPBX for immediate use. With just a few mouse clicks within a web browser, routine administrative chores are taken care of through the ISN IpPBX management portal. ISN Telcom takes care of the rest.

A BRIGHT FUTURE

With the ISN IpPBX service, Genius Jones is well positioned to fulfill its plan to expand into other upscale markets, even those as far away as New York City. When it does, ISN Telcom will smooth the way, supporting the company's remote locations wherever they may be.