



USING A VOIP AND WIRELESS NETWORK FOR BETTER INTERNAL COMMUNICATIONS AND CUSTOMER SERVICE

## SMC Electric Supply (SMC)

SMC Electric Supply (SMC) is a family-owned corporation headquartered in Springfield, Missouri. SMC supplies its customers with products from over 250 manufacturers, ranging from automation, data communications and electronics to pneumatics, safety and security products. The company has 14 locations across Missouri and Kansas.

### CHALLENGES

Each of SMC's locations had its own separate phone system and used different service providers. Since staff constantly needed to make calls between sites, the system was expensive and inefficient for day-to-day operations and maintenance.

SMC staff found it difficult to consistently answer customers' incoming calls, especially when out of the office. They needed phones they could carry around onsite, and a call forwarding system to avoid losing calls from potential revenue-generating customers.

Finally, warehouse staff required wireless phones and portable devices such as bar scanners to streamline processes and increase efficiency, making WiFi a necessity.

### PRODUCTS AND SERVICES

Alcatel-Lucent OmniSwitch® 6450 Stackable Gigabit Ethernet LAN Switch

Alcatel-Lucent OmniSwitch® 6900 and 6860 Stackable LAN Switch

Alcatel-Lucent OmniAccess® WLAN Access Points

Alcatel-Lucent IP Touch® 4038 and 4068 Extended Edition

Alcatel-Lucent OpenTouch® Business Edition

Alcatel-Lucent OmniTouch® 8118 WLAN Handset

### WHAT MADE THE DIFFERENCE?

SMC has a long-standing relationship with ALE USA, inc. It has always found the products and solutions to be the most robust on the market, with all the features needed for its business operations.

**Location:** Missouri, USA

**Vertical:** Service Providers

**Deal implementation:** 2013

**Number of users:** 150

## BENEFITS



### TECHNICAL

All locations now have WiFi access points working autonomously, as well as a VoIP phone system that allows calls to run through a single server.

Two WLAN switches manage voice and data WiFi traffic; the system is connected to portable devices in the warehouses (e.g. handheld barcode scanners).

Disaster recovery mode allows applications to keep running if there is a crisis, helping to avoid backlog and communication problems.



### FINANCIAL

All communications costs, including from long-distance calls, have been eliminated as all calls are now being run over IP.

Customer drop-off rate is significantly lower now that all calls are answered, helping to generate more revenue.



### USER EXPERIENCE

SMC employees can now connect to WiFi, which allows greater flexibility to run meetings, call customers and invite guests from any location.

A robust system that delivers clear call quality enables SMC to provide a better service to its customers.



**“We now have all our locations running on one single system which has simplified things immensely for us. Our employees can do their job properly and customers are getting a better service.”**

Charles Givens, Applications Manager, SMC Electric Supply