

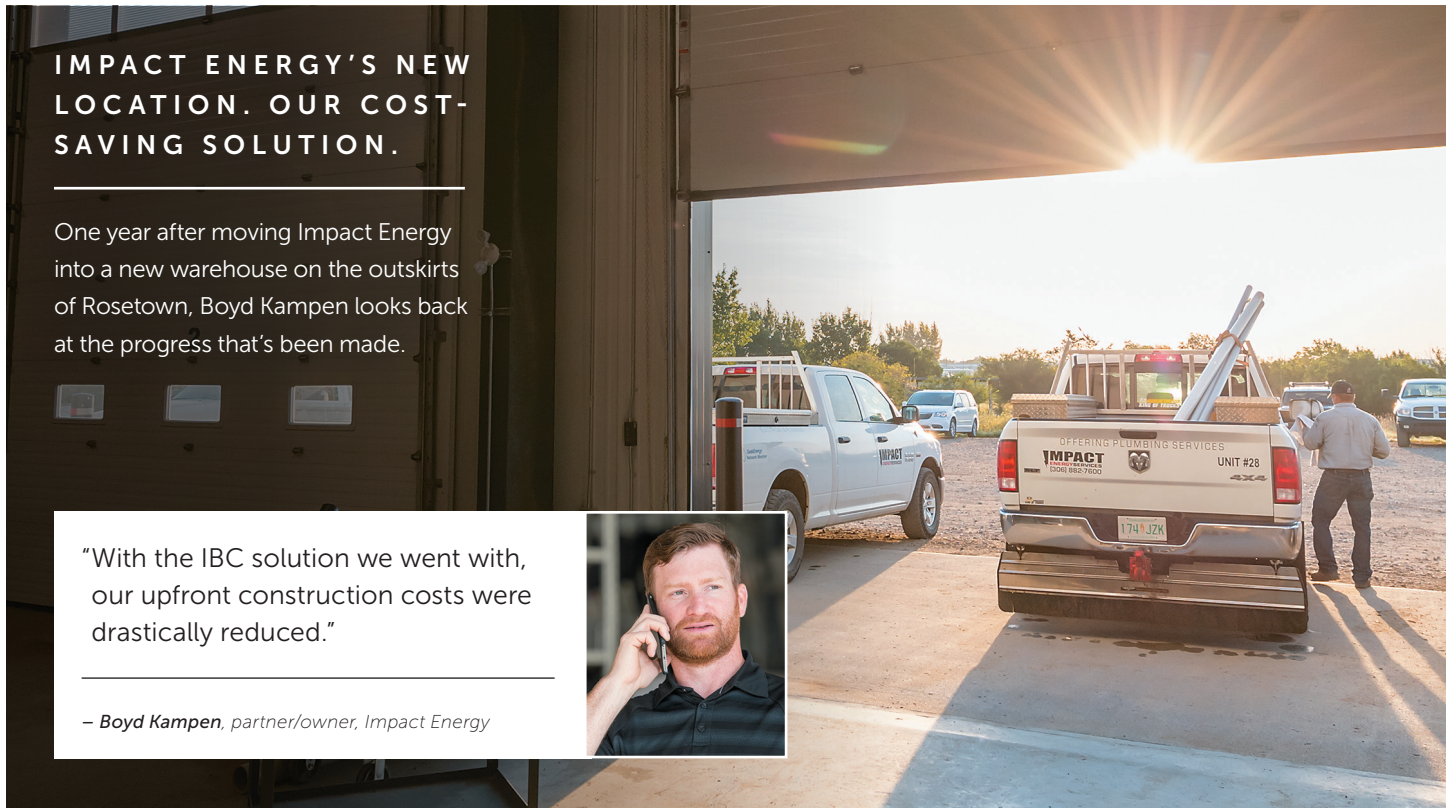
SASKTEL INTEGRATED BUSINESS COMMUNICATIONS (IBC)

IMPACT ENERGY'S NEW LOCATION. OUR COST-SAVING SOLUTION.

One year after moving Impact Energy into a new warehouse on the outskirts of Rosetown, Boyd Kampen looks back at the progress that's been made.

"With the IBC solution we went with, our upfront construction costs were drastically reduced."

— *Boyd Kampen, partner/owner, Impact Energy*



BOYD KAMPEN ANSWERS QUESTIONS ABOUT IBC

What inspired the change to IBC?

Boyd: Because we're on the outskirts of Rosetown, bringing in the typical SaskTel service was going to cost us quite a bit in construction fees. Also, having no equipment or hardware on site, having nothing that can break down, is a plus to us.

What were you using before?

Boyd: In our old shop, we had two separate landlines coming in. If someone called and was looking for accounts payable or receivable, we would actually tell them to call back, or run a cordless phone over to a different office so they could talk on that line. When we added a third guy in the office, he worked off his cell phone. It's not like we had the ability to transfer from another system. We were starting over from scratch.

What was it about IBC that made you go in that direction?

Boyd: The cost was the first thing. That and the demo where they showed us how to take calls on our cell phones, then transfer them to our computers and desk phones. We've been using those features to their fullest. We can see whether somebody's busy or if they're able to take a call or if they're on the other line. There are messaging capabilities within that too.

SASKTEL INTEGRATED BUSINESS COMMUNICATIONS

Does IBC meet your particular needs as an individual?

Boyd: I'm constantly on the go, out of my office, maybe just looking for material in the back warehouse or maybe out on site looking at a job. With IBC, when my desktop rings, my cell phone rings. It's nice to so rarely miss a call, and if I do, a voicemail will show up on my cell phone so I can deal with it in the field.

Is IBC improving your after-hours availability?

Boyd: We were able to set up an auto attendant, an automated voice system where clients can select between plumbing and electrical, and then they're directed to a personal cell number. We don't need to do any third-party call centres or anything; it's done right through IBC.

Did that play a role in your purchasing decision?

Boyd: We wanted an automated solution that would put calls through directly to people's desks because we didn't want to pay for a reception person right now, or have to interrupt someone's work throughout the day. And it's something we can set up on our own and change. I think when we moved into the building, we had only four office staff, so we've added two more users to the list.

Do you think IBC is superior to other systems out there?

Boyd: We talked to other businesses within the area to see what they thought about their phone systems and everyone commented about replacing the hardware every four or five years. Not having it on site is a huge plus to me. We are paying for our desk phones, but as far as the actual system goes, we're not paying anything for equipment. I think it's a cost saver.

Has IBC made your monthly expenses more consistent or predictable?

Boyd: Yes, we increased our expense for the month but it wasn't drastic and we're getting so much more. It's definitely easier to budget and forecast.

If you were recommending IBC to other businesses, what would you tell them?

Boyd: I would tell them that it's an easy-to-use system with low upfront costs.

Do you think your needs might change over time and is it important that SaskTel is prepared to accommodate changes?

Boyd: We'll be adding at least one more person in the near future, and definitely more down the road depending on where the economy goes. I personally feel right now that we'll never need to change out of IBC.

Let's start a conversation.

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